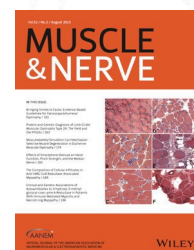


2020 Rate Card Volume 61-62

MUSCLE & NERVE



Muscle & Nerve is the official journal of the American Association of Neuromuscular & Electrodiagnostic Medicine (AANEM). It reaches and influences Neurologists, Physical Medicine and Rehabilitation (PMR) physicians, Physiologists, Physiatrists, Physical and Rehabilitative Medicine Specialists, Neurophysiologists, and Pathologists.

An interdisciplinary publication of original contributions, in both health and disease, **Muscle & Nerve** covers studies of the muscle, the neuromuscular junction, the peripheral motor, sensory and autonomic neurons, and the central nervous system where the behavior of the peripheral nervous system is clarified. The Journal publishes clinical studies and clinically relevant research reports in the fields of anatomy, biochemistry, cell biology, electrophysiology and electrodiagnosis, epidemiology, genetics, immunology, pathology, pharmacology, physiology, toxicology, and virology.

Advertising & Sales Office

Michael Lamattina, Display Advertising Sales
P: 781-388-8548 ~ E: mlamattina@wiley.com

Kristin McCarthy, Recruitment Advertising Sales
P: 978-609-4215 ~ E: kmccarthy@wiley.com

Helane Daniels, Reprint Sales
P: 781.388.8507 ~ E: hdaniels@wiley.com

For custom projects including sponsored supplements, webinars, content sponsorships, microsites, resource centers and lead generation programs, please contact Michael Lamattina at mlamattina@wiley.com or call 781-388-8548.

Publisher & Editorial Office

John Wiley & Sons, Inc.
111 River Street, Hoboken, NJ 07030

Shawn Morton: Publisher

Kathryn Chaloux: Journal Publishing Manager

Circulation

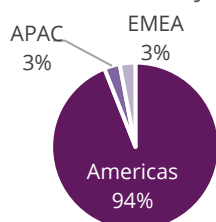
Total Circulation: 3,558

Coverage: United States and International

Markets Served:

Neurologists, physical medicine and rehabilitation (PMR) physicians, physiologists, physiatrists, physical and rehabilitative medicine specialists, neurophysiologists, and pathologists.

Print Circulation by Region



Editorial Information

Editor-in-Chief: Zachary Simmons, MD
Pennsylvania State University, Hershey, PA

Advertising Information

Earned Rates: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

Acceptance of Advertising: All advertising is subject to the approval of the editors and publisher.

Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,205	\$844	\$548
6x	\$1,169	\$818	\$532
12x	\$1,133	\$793	\$515
24x	\$1,097	\$768	\$499
36x	\$1,060	\$742	\$482
48x	\$1,024	\$717	\$466
60x	\$988	\$692	\$450

Color Rates (in addition to earned B&W rate):

4-color process: \$1,545

Cover and Preferred Position (in addition to earned B&W rate):

2nd Cover:	35%
3rd Cover:	25%
4th Cover:	50%
First Non Cover Ad:	10%
Adjacent Table of Contents:	10%

Positions available on a non-cancelable basis.

Inserts Rates

2-page insert:	2 times earned B&W rate plus 10%
4-page insert:	4 times earned B&W rate plus 10%
6-page insert:	6 times earned B&W rate plus 10%
8-page insert:	8 times earned B&W rate plus 10%

2020 Rate Card Volume 61-62

Muscle & Nerve

Issuance & Closing Dates

Frequency: 12x per year

Mailing Date: Approximately the 1st of each month

2020 Closing Dates:

Vol/ Iss	Cover Date	Reservation	Material Due	Inserts Due
61:1	January	12/2/19	12/5/19	12/9/19
61:2	February	1/3/20	1/6/20	1/9/20
61:3	March	2/3/20	2/6/20	2/9/20
61:4	April	3/2/20	3/5/20	3/9/20
61:5	May	4/2/20	4/6/20	4/9/20
61:6	June	5/4/20	5/7/20	5/10/20
62:1	July	6/2/20	6/4/20	6/9/20
62:2	August	7/2/20	7/6/20	7/9/20
62:3	September	8/3/20	8/6/20	8/9/20
62:4	October	9/2/20	9/4/20	9/9/20
62:5	November	10/2/20	10/5/20	10/8/20
62:6	December	11/2/20	11/4/20	11/9/20

Mechanical Requirements

Trim Size: 8.25" x 10.875", **Bleed:** 0.25"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3.5"	10"
1/2 page horizontal	7"	5"
1/4 page	3.5"	5"
Page Sizes, Bleed	Width	Depth
Full page	8.5"	11.125"
1/2 page vertical	4.2666"	11.125"
1/2 page horizontal	8.5"	5.5625"
Bellybands	18.25"	4.5"
Cover Tips	7"	5"
Two-page spreads	17"	11.25"

Submission of Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Prior to submitting file via FTP, contact Al Liburd at PrintAdTraffic@wiley.com.

- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 1/8" bleed.
- All fonts and graphics must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (Cromalin™, matchprint, IRIS, etc.)
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley is not responsible for the quality of advertisements sent after the deadline.

Insert Requirements

- 2 pages: 8½" x 11¾" 80 lb. minimum – 120 lb. maximum
- 4 pages: 17½" x 11¾" 60lb. minimum – 120 lb. maximum

Paper Stock

Body: Celesta #Sterling Litho.

Halftone Screen: 133

Type of Binding: Perfect.

Contacts

Ship all advertising material as well as two insert samples to:

Al Liburd, Advertising Production Specialist
Wiley 111 River Street, Hoboken, NJ 07030-5774
P: 201-748-8754
E: PrintAdTraffic@wiley.com

Ship inserts to:

Angie Myer
The Sheridan Press
MUS, Volume____, Issue____
450 Fame Avenue, Hanover, PA 17331
P: 800-635-7181

