

# 2020 Advertising Rate Card

## Annals of Neurology



**Annals of Neurology**, an official publication of the American Neurological Association and the Child Neurology Society, publishes peer-reviewed articles of broad interest with potential for high impact in understanding the mechanisms and treatment of diseases of the human nervous system.

All areas of clinical and basic neuroscience, including new technologies, cellular and molecular neurobiology, population sciences, and studies of behavior, addiction, and psychiatric diseases are of interest to the journal.

**Annals of Neurology** is read by Neurologists, Neurosurgeons, Child Neurologists, Neuropathologists, Neuroradiologists, Neurophysiologists, and Neuroscientists who work in Hospitals, Universities, and Private Practices.

### Advertising and Sales Office

#### M. J. Mrvica & Associates, Inc.

2 West Taunton Avenue, Berlin, NJ 08009

P: 856-768-9360 ~ E: [markmrvica@mrvica.com](mailto:markmrvica@mrvica.com)

For sponsorships, supplements, microsites and custom projects, please contact Kurt Polesky at [kpolesky@wiley.com](mailto:kpolesky@wiley.com).

### Publisher & Editorial Office

#### Wiley

111 River Street, Hoboken, NJ 07030

Cathy Krendel, Journal Publishing Manager

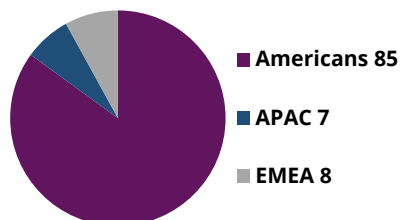
### Circulation

**Total Circulation:** 5,480

**Coverage:** United States and International

#### Markets Served:

Neurologists, child neurologists, neuroscientists, neurosurgeons, residents in neurology and neurosurgery, neuropathologists, neuroradiologists, and neurophysiologists.



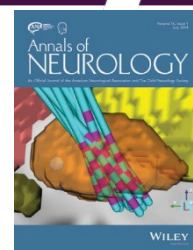
### Editorial Information

Editor-in-Chief: Clifford B. Saper, MD, PhD  
Harvard Medical School and Beth Israel  
Deaconess Medical Center, Boston, MA, USA

**2018 Impact Factor:** 9.496

**ISI Journal Citation Reports® Ranking: 2018:** 9/199  
(Clinical Neurology); 16/267 (Neurosciences)

[www.wileyonlinelibrary.com/journal/ana](http://www.wileyonlinelibrary.com/journal/ana)



### Advertising Information

**Ask about digital advertising opportunities in Annals of Neurology**

**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.

**Agency Commission:** 15% (subject to withdrawal on accounts not paid within 60 days of invoice date).

**Acceptance of Advertising:** New advertisements are subject to review and approval. Pharmaceuticals will not be accepted until a New Drug Application from the FDA has become effective. However, the Publisher reserves the right to reject advertising deemed inappropriate. Non-professional products or services must be approved by the Publisher.

**Conditions:** The advertiser agrees to indemnify and save harmless the Publisher from any or all liability against them from unauthorized, inaccurate or libelous statements appearing in the advertising material.

### Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,350	\$862	\$541
6x	\$1,329	\$831	\$531
12x	\$1,318	\$820	\$515
24x	\$1,307	\$804	\$488
36x	\$1,281	\$788	\$488
48x	\$1,195	\$761	\$472
60x	\$1,184	\$750	\$462
72x	\$1,141	\$724	\$424
84x	\$1,131	\$712	\$413
96x	\$1,119	\$697	\$402

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

4-color process: \$1,613

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

2nd Cover	35%
3rd Cover:	15%
4th Cover:	50%
First Spread:	20%
Adjacent Table of Contents:	15%
Page facing 1st Page of Text:	20%
Spread between TOC & 1st Editorial	20%

Positions available on a non-cancelable basis.

**WILEY**

# 2020 Advertising Rate Card

## Annals of Neurology

### Issuance & Closing Dates

Frequency: Monthly

2020 Closing Dates:

Vol/Iss	Cover Date	Space Reservation	Material Due	Inserts Due
87:1	January	11/26/19	12/3/19	12/10/19
87:2	February	12/30/19	1/6/20	1/11/20
87:3	March	1/27/20	2/3/20	2/10/20
87:4	April	2/26/20	3/4/20	3/11/20
87:5	May	3/30/20	4/6/20	4/12/20
87:6	June	4/27/20	5/4/20	5/9/20
88:1	July	5/29/20	6/5/20	6/12/20
88:2	August	6/29/20	7/6/20	7/11/20
88:3	September	7/27/20	8/3/20	8/8/20
88:4	October	8/31/20	9/7/20	9/12/20
88:5	November	9/28/20	10/5/20	10/10/20
88:6	December	10/29/20	11/5/20	11/12/20

**Cancellations:** Any time prior to closing dates. Covers and special positions are non-cancelable. Advertisers not submitting proper notification of cancellation will be liable for payment of the full space booked.

### Bonus Distribution:

Issue	Conference
April	American Academy of Neurology Meeting (Mails with ANA Meeting Abstracts)

### Mechanical Requirements

Trim Size: 8.25" x 11"

Page Sizes, Non-Bleed	Width	Depth
Two-page spread	15"	10"
Full Page	7"	10"
½ page vertical	3.5"	10"
½ page horizontal	7"	4.875"
¼ page	3.375"	4.875"

### Submission of Ads

- Indicate Journal, Volume, and Issue with admaterial.
- High-resolution digital media required (min. 300 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Al Liburd at [PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@wiley.com) prior to submitting a file viaFTP.

- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 0.125" 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: 8.5" x 11.125" • 80 lb. minimum – 120 lb. maximum.

4 pages: 17" x 11.125" • 60 lb. minimum – 120 lb. maximum.

Business Reply Card: 1 time earned black & white rate

**Note:** Inserts jog to the top; allow 0.25" at head and 0.125" on other sides

### Paper Stock

Inside pages: 60 lb. coated.

Covers: 8 pt. coated two sides

Halftone Screen: 133

Type of Binding: Perfect

### Contacts

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

Wiley

Attn: Al Liburd, Advertising Specialist

Annals of Neurology, Vol \_\_\_\_, Issue \_\_\_\_

111 River Street, Hoboken, NJ 07030

E: [PrintAdTraffic@wiley.com](mailto:PrintAdTraffic@wiley.com)

### Ship inserts to:

**Sheridan PA (SPA)**

Attn: Angie Myers

Annals of Neurology, Volume: \_\_\_\_, Issue: \_\_\_\_

450 Fame Avenue

Hanover, PA 17331

717 632-3535 X8131

E: [angie.myers@sheridan.com](mailto:angie.myers@sheridan.com)

