

2020 Advertising Rate Card

Neuromodulation Technology at the Neural Interface

Neuromodulation: Technology at the Neural Interface

disseminates scientific and clinical information relevant to the field of neuromodulation. The journal's sole purpose is to advance the basic and clinical science of the field of neuromodulation. It publishes peer-reviewed, original, scientific works, scientific reviews, abstracts of papers accepted for review at national and international congresses, and past and future news of events and activities of the society and its membership. The science of neuromodulation transcends many disciplines such as pain medicine, angiology, cardiology, gastroenterology, neurology, neurosurgery, rehabilitation medicine, urology, and vascular surgery.

Advertising & Sales Office

Stephanie Kogel, Account Manager

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Kristin McCarthy, Account Manager – Classified Advertising

P: 978-609-4215 ~ E: kmccarthy@wiley.com

Helene Daniels, Senior Reprint Sales Representative

P: 781.388.8507 ~ E: hdaniels@wiley.com

For sponsorships, supplements, microsites and custom projects, please contact Stephanie Kogel, skogel@mrivca.com.

Publisher & Editorial Office

Wiley

101 Station Landing, Suite 300, Medford, MA 02155

Brian Coughlin: Journal Publishing Manager

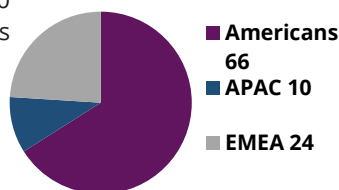
Circulation

Total Circulation: 2,800

Coverage: United States and International

Markets Served:

Anesthesiologists, Neurosurgeons, Physical Therapists, Pain Physicians, Neurologists, Cardiologists, Neurologists, and Biomedical Engineers.



Editorial Information

Editor: Robert M. Levy, MD, PhD

Origin of Editorial: 100% submitted

2018 Impact Factor: 2.663

ISI Journal Citation Reports® Ranking 2018: 98/199

(Medicine Research and Experimental); 71/136 (Clinical Neurology)



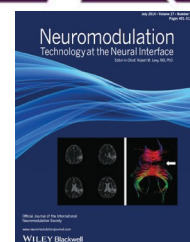
Advertising Information

Ask about digital advertising opportunities in Neuromodulation

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).

Policy on Ad Placement: Ads will be stacked. Please contact your sales rep for information on premium positions.



Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,175	\$825	\$535
6x	\$1,140	\$798	\$519
12x	\$1,104	\$774	\$502
24x	\$1,069	\$749	\$487
36x	\$1,034	\$724	\$470
48x	\$999	\$699	\$454
60x	\$964	\$675	\$439
72x	\$929	\$650	\$422
84x	\$893	\$625	\$407
96x	\$858	\$600	\$390
108x	\$823	\$576	\$374
120x	\$798	\$551	\$358

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

4-color process: \$1,173

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

2nd Cover:	35%
3rd Cover:	15%
4th Cover:	50%
Table of Contents:	15%

Positions available on a non-cancelable basis.

Inserts: Rates are determined using the black and white earned rate per number of insert pages plus 10%. Please check with your sales rep for print run quantity before sending inserts.

Other services: Bellybands, cover tips, outserts, business reply cards, reprints (print and electronic), patient education materials, sponsored subscriptions, supplements, webcasts, webinars, podcasts, microsites, events, content licensing, and translations. Please contact your sales rep about any other opportunities of interest. All services are subject to editorial approval.

www.wileyonlinelibrary.com/journal/ner

WILEY

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Neuromodulation

Technology at the Neural Interface

Issuance & Closing Dates

Frequency: 8x per year

Mailing Dates: Approximately the 1st of every month

2020 Closing Dates:

Cover Date	Space Reservation	Material Due	Inserts Due
January	12/20/19	12/27/19	1/3/20
February	1/23/20	1/30/20	2/6/20
April	3/19/20	3/26/20	4/2/20
June	5/21/20	5/28/20	6/4/20
July	6/18/20	6/25/20	7/2/20
August	7/17/20	7/24/20	7/31/20
October	9/17/20	9/24/20	10/1/20
December	11/19/20	11/26/20	12/3/20

Bonus Distribution

Issue	Conference
April	The 9th World Congress of the World Institute of Pain

Mechanical Requirements

Trim Size: 8.25" x 10.875"

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"	11.875"
1/2 page vertical	4.2667"	11.125"
1/2 page horizontal	8.5"	5.5625"
Bellybands	18.25"	4.5"
Cover tips	7"	5"

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 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™, match-print, 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

- Multi-page inserts are to be furnished folded (Three samples).
- Sizes: 2-page inserts: 8.5" x 11.125", 4-page inserts: 8.5" x 11.125".
- Trimming: Head 0.125", foot no less than 0.125" or more than 0.5625", width 0.125"; safety margin in gutter; 0.125" safety at side; 0.125" grind off spine. Keep live matter 0.5" from trim.
- Stock weights acceptable: Not to exceed 80 lb. coated.
- Packing instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.

Paper Stock

- Inside pages: UPM Classic Gloss 80 gsm.
- Covers: 10pt. C2S

Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head.

Contacts

Ship all advertising material and two insert examples to: Al

Liburd, Advertising Production Specialist

P: 201-748-8754

E: PrintAdTraffic@wiley.com

Wiley

111 River Street, 4-01, Hoboken, NJ 07030-5774

Ship inserts to:

The Sheridan Press

Attn: Lisa Harrold

NER, Volume, Issue

450 Fame Avenue, Hanover, PA 17331

P: 800-635-7181