



MDedge | Neurology

2021 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

Launched in 1993, *Neurology Reviews*® is the first and original news source in neurology. *Neurology Reviews*® has a 28-year history of providing independent, unbiased news to neurologists and clinicians interested in the neurosciences. *Neurology Reviews*® covers medical conferences and clinical research findings, as well as specialty trends, expert opinions, and the breadth of influences affecting the practice of neurology. Experienced medical journalists deliver timely, relevant, and insightful news affecting the practice of neurology and all its subspecialties. In addition to the monthly print issue reaching over 25,000 neurologists and clinicians interested in neuroscience, the *Neurology Reviews*® website www.mdedge.com/neurology, part of the MDedge® web portal, features online ahead of print conference reporting, audio and video interviews, disease-specific microsites, self-assessment quizzes, supplements, sponsored educational programs, a calendar of relevant medical meetings, and a career center listing job openings around the country. *Neurology Reviews*® provides its content in print, through an App, on a mobile-friendly website, in digital editions, and through targeted e-blasts.

ADVERTISING / CONTRACTS / INSERTION ORDERS

TONI HAGGERTY
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Frontline Medical Communications
7 CENTURY DRIVE, SUITE 302
PARSIPPANY, NJ 07054
973-206-3434
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PRINT ADVERTISING

RATES & DISCOUNTS

Effective Date: January 1, 2021

- AGENCY COMMISSION:** Fifteen percent of gross billing on space, color, cover, preferred position, and mechanical charges. Withdrawn on accounts not paid within 30 days of invoice date. No cash discount. A finance charge of 1.5% per month will be applied to all past-due invoices.
- RATE SUBJECT TO CHANGE WITH 90 DAYS' NOTICE:** Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

Earned Rates

- EARNED FREQUENCY:** Rate is determined by the number of units within a 12-month period (calendar or fiscal). A unit is a page or fraction of a page (e.g. a spread counts as 2 units; a king page or fraction counts as a page). Each page of an insert counts as a unit. Each demographic/regional/split page counts as a unit. Insertions of parent companies and subsidiaries are combined to determine the earned rate. Co-marketed products may select the earned frequency discount of either company.

Incentive Programs

- CORPORATE FREQUENCY DISCOUNT PROGRAM:** Earned frequencies are determined by the number of pages in all FMC publications to provide maximum frequency discounts to advertisers, regardless of size. When number of insertions is greater or less than indicated by contract, rates are adjusted accordingly. (All FMC publications have the same frequency levels through the 240x. JFP, FPN, and IMN extend to 396x.)

- CORPORATE DISCOUNT:** Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Frontline Medical Communications (FMC) in 2021. Full year 2020 NET spend with FMC will establish the minimum discount levels for all advertising purchased in 2021. All manufacturer promotional spend will be credited towards the corporate level, including electronic and print advertising, reprints and programs (nonCME). Discounts will be applied to print advertising only purchased in regularly issued FMC professional publications. The FMC Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied (see Order of Print Discounts). Spend levels and associated discounts are:

2020 Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M	\$3.0M+
Earned 2021 Discount	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%	4.0%	5.0%

Combination Buys

- Advertise the same product in the same month in any TWO OR MORE FMC publications and receive a 7.5% discount off the earned rate in each publication (B&W and color). The PowerBuy™ discount (see separate rates) supersedes this program; additional discounts are not applied to these publications. PowerBuy™ (Family Practice News® + Internal Medicine News®) counts as 1 publication. Except for PowerBuy™, combination discounts are applicable to full-run only.
- Evaluate FMC cross market combinations by Media Group in Kantar's MARS Medical System by selecting Combination Non-Duplicated. Combinations not currently programmed can be upon request.
- Additional journal specific discounts/incentives (continuity or new business/launch, etc.) are available. Choose either the continuity program or the new business/launch program when using a combination buy. See Full Integrated Media Kit and Rate Cards available at frontlinerrates.com.

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RATES & DISCOUNTS (CONTINUED)

- **PRESCRIBING INFORMATION (PI) PAGE DISCOUNTS:**

Advertisers with more than two PI pages qualify for a 50% discount on the earned B&W rate for the 3rd and remaining PI pages.

- **CONTINUITY PROGRAM:** Non-consecutive *Neurology Reviews*® advertisers: Buy 5 ads, get the 6th at half price (50% off the earned B&W and color rate). Consecutive *Neurology Reviews*® advertisers: Buy 6 consecutive insertions and get the 7th ad FREE*; advertise in all 12 issues and get the 11th and 12th ad FREE*. Continuity program applies to 12-month period of January 2021 through December 2021 (or 12 month fiscal year where applicable). Advertisers will be short rated if discount is not earned.

- **NEW BUSINESS OR LAUNCH INCENTIVE PROGRAM:** Established products that have not run in *Neurology Reviews*® during 2020 OR new launch products, indications, and formulations can qualify for the new business or launch program. Advertise in 3 consecutive months and earn a 50% discount on the ad unit insertion in the 4th month (same size or smaller). Prelaunch ad units do not apply.

*Clients must supply materials for free insertions. Free pages count towards earned frequency. Free pages do not count towards the corporate discount.

- **ORDER OF PRINT AD DISCOUNTS (AS APPLICABLE):**

- 1) Corporate earned frequency
- 2) Journal Combination
- 3) Journal list match
- 4) New business or launch
- 5) Journal continuity
- 6) Corporate discount
- 7) Agency discount

Classified Ads

The MedJobNetwork consists of an interactive recruitment portal (www.medjobnetwork.com) recruiters use to leverage the reach of the Frontline brands trusted most by Physicians, NPs and PAs. It powers *Neurology Reviews*® online Career Center and recruitment eNewsletters with compelling content for our loyal readers seeking new job opportunities.

See [classified rate card](#) or contact Linda Wilson, Classified Advertising Associate, at 973-206-8243 or lwilson@mdedge.com.

Split Run

Advertisers will not qualify for combination, continuity, or new business/launch programs. Split run insertions do count toward earned frequency and corporate discounts do apply. The Publisher (FMC) reserves the right to circulate a targeted advertisement to an audience greater than the contracted demographic/targeted list, unless specifically noted on the insertion order.

- For less than 50% of the full circulation, apply 50% of the earned black & white rate (plus color if applicable). For more than 50% of the full circulation, apply the proportionate ratio of the earned black & white rate (plus color if applicable). In addition, a commissionable mechanical charge will be applied to all split runs: \$1,400 for ROB and \$1,000 for inserts.

Covers, Positions

- Sold annually on a contract basis to individual advertisers. Space premiums are charged on the black-and-white earned rate (color charges are then added).
- Cancellations of less than 60 days written notice will incur a fee equal to the cost of the premium for 1 month.

Position Charges	
Cover 4	B&W earned rate plus 50% (King size only), plus color charges
Cover 2	B&W earned rate plus 25% (King size only), plus color charges
Page 5 (1st ad in)	B&W earned rate plus 10%, plus color charges
Center Spread	B&W earned rate plus 15%, plus color charges
Opposite Patient Tips	B&W earned rate plus 10%, plus color charges

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RATES & DISCOUNTS (CONTINUED)

Run-of-Book Rates

BLACK-AND-WHITE RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$6,285	\$5,990	\$5,960	\$5,790	\$5,685	\$5,535	\$5,315	\$5,195	\$5,080	\$4,960
3/4 Page	5,610	5,325	5,305	5,160	5,080	4,940	4,735	4,650	4,525	4,415
King 1/2 page	4,060	3,850	3,835	3,725	3,670	3,575	3,420	3,360	3,265	3,225
Jr page	4,245	4,040	4,020	3,905	3,840	3,740	3,585	3,510	3,430	3,375
Jr 2/3 page	3,255	3,075	3,065	2,995	2,950	2,870	2,755	2,695	2,630	2,580
Jr 1/2 page	2,945	2,770	2,760	2,680	2,640	2,580	2,455	2,405	2,345	2,280
Jr 1/3 page	2,360	2,260	2,255	2,190	2,155	2,095	2,015	1,945	1,910	1,835
BRC	4,245									

BLACK-AND-WHITE (ROB) + 4-COLOR RATES										
Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King	\$8,360	\$8,065	\$8,035	\$7,865	\$7,760	\$7,610	\$7,390	\$7,270	\$7,155	\$7,035
3/4 Page	7,685	7,400	7,380	7,235	7,155	7,015	6,810	6,725	6,600	6,490
King 1/2 page	6,135	5,925	5,910	5,800	5,745	5,650	5,495	5,435	5,340	5,300
Jr page	6,320	6,115	6,095	5,980	5,915	5,815	5,660	5,585	5,505	5,450
Jr 2/3 page	5,330	5,150	5,140	5,070	5,025	4,945	4,830	4,770	4,705	4,655
Jr 1/2 page	5,020	4,845	4,835	4,755	4,715	4,655	4,530	4,480	4,420	4,355
Jr 1/3 page	4,435	4,335	4,330	4,265	4,230	4,170	4,090	4,020	3,985	3,910

COLOR RATES (In addition to black & white rates)	
Metallic ink	\$1,825
Four color rates	\$2,075
Five color rates (4c + PMS)	\$3,900
Six color rates	\$3,570
4 color + metallic	\$5,065

POSITION CHARGES	
Cover 4	B&W earned rate plus 50% (King size only), plus color charges
Cover 2	B&W earned rate plus 25% (King size only), plus color charges
Page 5 (1st ad in)	B&W earned rate plus 10%, plus color charges
Center Spread	B&W earned rate plus 15%, plus color charges
Opposite Self Assessment Quiz	B&W earned rate plus 10%, plus color charges
Opposite Patient Tips	B&W earned rate plus 10%, plus color charges
1st Insert	Earned insert rate plus 10%

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RATES & DISCOUNTS (CONTINUED)

Insert Rates-King Size

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page King	\$13,810	\$13,220	\$13,150	\$12,830	\$12,630	\$12,330	\$11,870	\$11,640	\$11,405	\$11,175
4-Page King	26,385	25,185	25,070	24,390	23,995	23,410	22,485	22,040	21,570	21,140
6-Page King	NA	37,135	36,975	35,950	35,355	34,490	33,110	32,430	31,720	31,085
8-Page King	NA	49,095	48,885	47,520	46,725	45,570	43,725	42,835	41,880	41,040
10-Page King	NA	61,060	60,800	59,085	58,100	56,645	54,340	53,225	52,040	51,000

Insert Rates-Island Size

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2-Page A-size	\$9,750	\$9,340	\$9,295	\$9,065	\$8,935	\$8,730	\$8,415	\$8,285	\$8,115	\$7,950
4-Page A-size	18,240	17,430	17,350	16,870	16,615	16,230	15,585	15,325	14,980	14,685
6-Page A-size	NA	25,520	25,400	24,690	24,285	23,700	22,750	22,350	21,840	21,405
8-Page A-size	NA	33,610	33,455	32,500	31,970	31,185	29,920	29,390	28,705	28,135
10-Page A-size	NA	41,690	41,510	40,315	39,655	38,670	37,090	36,420	35,570	34,860

KING CONVERSION: KING CONVERSION RATES-ROB RATES (INCLUDES 4-COLOR; ADDITIONAL COLOR RATES FOR 5 OR 6 COLOR ADS APPLY)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King 4 page	\$25,140	\$23,960	\$23,840	\$23,160	\$22,740	\$22,140	\$21,260	\$20,780	\$20,320	\$19,840
King 6 page	NA	35,940	35,760	34,740	34,110	33,210	31,890	31,170	30,480	29,760
King 8 page	NA	47,920	47,680	46,320	45,480	44,280	42,520	41,560	40,640	39,680
King 10 page	NA	59,900	59,600	57,900	56,850	55,350	53,150	51,950	50,800	49,600

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RATES & DISCOUNTS (CONTINUED)

NEUROPSYCHIATRY COMBINATION DISCOUNT - NEUROLOGY REVIEWS + CLINICAL PSYCHIATRY NEWS + CURRENT PSYCHIATRY

7.5% Discount off earned rate in each publication

Black-and-White Rates

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
King size page + A-size page	\$20,495	\$19,790	\$19,140	\$18,225	\$17,750	\$17,275	\$16,790	\$16,230	\$15,940	\$15,615
King 3/4 page + A-size page	19,270	18,530	17,030	16,590	16,275	15,825	15,380	14,930	14,615	14,305
Junior page + A-size page	15,695	15,015	14,040	13,570	13,240	12,775	12,420	12,070	11,830	11,650
King 1/2 page + 1/2 A-size page	13,270	12,755	11,840	11,500	11,230	10,855	10,495	10,215	9,960	9,840

Insert Rates (King+A-size)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page insert	N/A	\$41,670	\$40,330	\$38,470	\$37,550	\$36,575	\$35,535	\$34,445	\$33,830	\$33,125
4 page insert	N/A	N/A	79,150	75,420	73,540	71,625	69,560	67,420	66,145	64,755
6 page insert	N/A	N/A	117,990	112,340	109,570	106,690	103,615	100,380	98,480	96,405
8 page insert	N/A	N/A	N/A	149,305	145,580	141,740	137,630	133,325	130,810	128,050

Insert Rates (A-size (island)+A-size)

Page Size	1x	6x	12x	24x	48x	72x	96x	144x	192x	240x
2 page island insert	N/A	\$31,950	\$29,970	\$28,990	\$28,370	\$27,385	\$26,640	\$25,985	\$25,485	\$24,995
4 page island insert	N/A	N/A	58,410	56,475	55,190	53,270	51,785	50,485	49,445	48,495
6 page island insert	N/A	N/A	86,860	83,935	82,040	79,140	76,930	74,975	73,435	72,025
8 page island insert	N/A	N/A	N/A	111,420	108,860	104,995	102,050	99,460	97,420	95,550

Color Rates

Metallic ink	\$3,575
Four color	\$6,320
Four color + metallic	\$9,895
Five color	\$10,525

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CIRCULATION

Description of Circulation Parameters

Neurology Reviews® is sent to all physicians in the United States who are specialists or subspecialists in either neurology or child neurology (includes office- and hospital-based physicians); primary care physicians (office- and hospital-based) who have been identified as high prescribers of neurologic products (analeptics, Alzheimer’s disease, anticoagulants, anti-depressants, anti-convulsants, antimigraine, antiplatelets, antipsychotics, muscle relaxers and all other pain/neuropathy, interferon, other neurological disorders, Parkinson’s disease/movement disorders, seizure disorders, sleep disorders); and other pain subspecialists.

Demographic Selection Criteria

- **AGE:** Not applicable
- **PRESCRIBING:** See above
- **CIRCULATION DISTRIBUTION:** 100% Controlled
- **FOR SUBSCRIPTION RATES:** contact 800-480-4851

Circulation Verification

- **AUDIT:** BPA
- **MAILING LIST AVAILABILITY:** [Publisher](#)

CIRCULATION ANALYSIS

Primary Specialty	Total	Office-Based	Residents	Full-Time Hospital Staff	Osteopathic Physicians	Other Professional Activity
Child Neurology	1,930	934	558	313	37	88
Family Medicine / General Practice	1,410	1,134	–	62	182	32
Internal Medicine	1,137	983	1	68	44	41
Neurology	16,090	8,680	2,470	1,806	1,178	1,956
Neuroradiology	1,695	1,474	–	156	14	51
Other Specialties, Neurology	1,473	1,066	164	130	7	106
Neurology - NP/PA	1,804	–	–	–	–	–
Total	25,539	14,271	3,193	2,535	1,462	2,274

NOTE: *A total of 911 NPs and 893 PAs are included in the total, but not listed in the breakout. Date and source of breakdown: July 2020 BPA Circulation Statement.

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INSERT INFORMATION

Availability and Acceptance

- **AVAILABILITY:** All inserts are subject to publisher’s approval. Sample must be provided for review.
- **ACCEPTANCE:** Full-size stock samples must be submitted for approval prior to publication.
- **SPECIAL INSERT FEATURES:** Gatefolds, shortcuts, and other nonstandard features (eg, paper stock weight over maximum micrometer reading) are subject to publisher’s approval and may incur an additional charge.
- **CHARGES:** See rates on page 5.

BRCs

Accepted if they accompany a full-page ad and must meet postal regulations. Contact Toni Haggerty at thaggerty@mdedge.com for details and pricing.

Standard Sizes and Specifications

All inserts should be furnished printed, trimmed to publisher’s specified size, and ready for binding. Mechanical devices, except standard lacquering, that change the specs or characteristics of the insert are generally not acceptable. Inserts more than 2 pages must be supplied folded.

STOCK WEIGHTS ACCEPTABLE:

- **SINGLE-LEAF (2 PP) INSERTS:** 70# min.
- **DOUBLE-LEAF (4 PP) INSERTS:** 70# min., 80# max.
- More than 4 pp – 60# text; 70# max., bulking factor no greater than 0.004” per leaf for coated or uncoated stock.
- For odd sizes or different paper stock, please consult your Account Manager.

Trimming

- 2-, 4-, 8-, or 10-page inserts 7-3/4” x 10-1/2” (A-Size) or 10 3/4” x 13-3/8” (King).
 - Trim size of journal is 10-7/8” x 13-1/2”.
 - All 8-page inserts must be delivered pre-stapled at center.
 - Must furnish trimmed; no portion will trim with publication.
 - Type of binding: saddle-stitched.
- Insert Quantity: 28,000 inserts per issue (includes spoilage)

Shipping

Inserts should be clearly marked with publication name, issue date, and quantity.

SHIP TO: TITLE NAME/ISSUE DATE
 Attn: Cory Eisenhower
 Fry Communications
 Building 2 - 800 West Church Road
 Mechanicsburg, PA 17055

ISSUANCE & CLOSING

First Issue: January 1993
 Frequency: Monthly
 Issue Date: Month of issuance
 Mailing Date and Class: 10th day of month. Periodicals class.
 Closing Dates (subject to change):

ISSUE	DISPLAY ADS FINAL CLOSING	AD MATERIAL DUE	COVER TIPS/ INSERTS/ OUTSERTS DUE
January	12/10/20	12/17/20	12/30/20
February	1/11/21	1/15/21	1/29/21
March	2/8/21	2/16/21	2/26/21
April	3/15/21	3/22/21	4/2/21
May	4/13/21	4/20/21	4/30/21
June	5/11/21	5/18/21	5/28/21
July	6/8/21	6/15/21	6/25/21
August	7/13/21	7/20/21	7/30/21
September	8/16/21	8/23/21	9/3/21
October	9/13/21	9/20/21	10/1/21
November	10/12/21	10/19/21	10/29/21
December	11/9/21	11/16/21	11/24/21

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COVER TIPS/BELLY TIPS

This is a great cost-effective way to get your message to an engaged audience of over 25,000 neurologists and neurology subspecialists with the brand they trust most. Count on prime 00exposure when you use a cover tip for:

- A new product launch
- A coming soon ad
- An upcoming event



SPECIFICATIONS		DESCRIPTION	TOTAL NET COST
Size: 10.375" x 10" Print on 80# stock No UV coating	Large cover tip	2 page - 4 page - client provided	Please consult the sales representative for pricing.
		6 page - 8 page - client provided	
Size: 10.375" x 6" Print on 80# stock No UV coating	Small cover tip	2 page - 4 page - client provided	
		6 page - 8 page - client provided	

Costs include tip-on and polybagging. For demos and other customs elements, please consult the sales representative for pricing. Cost is net; non-commissionable. Client provides printed materials.

All cover tips must supply a sample or accurate mock-up three weeks prior to materials' due date.

Any cover tip that includes a folder PI:

- Will incur an additional charge
- Must run as a 4 pager with PI glued on inside and wafer sealed

Cancellations of less than 60 days written notice will incur a fee equal to the cost of the secured cover tip.

OUTSERTS

Outserts are a great opportunity to capture high visibility through *Neurology Reviews*® that's highly read and trusted. Your preprinted Outserts are placed with a current issue and polybagged for outstanding exposure. This is a cost-effective way to get your message to an engaged audience with a brand they trust most. Samples must be submitted for review. Availability contingent upon approval. Minimum size: 5"x5"; minimum weight: on 70# text; outserts over 3.2 oz. may incur additional costs.

Total quantity required is 28,000 for full circulation.

For accurate pricing, samples must be sent to Mike Wendt.

SHIPPING

SAMPLES ONLY TO:

Neurology Reviews®
Frontline Medical Communications Inc.
7 Century Drive, Suite 302
Parsippany, NJ 07054-4609
ATTN: Mike Wendt
Phone: 973-206-8010

For approved cover tips ship to:

SHIPPING:

Fry Communications
Ship Attn: Cory Eisenhower
TITLE NAME/ISSUE DATE
Building 2 - 800 West Church Road
Mechanicsburg, PA 17055

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REPRINTS / EPRINTS

Reprints are a basic necessity for medical meetings, conferences, and exhibit booths. They are a valuable tool for direct mail, press kits, sales force education, sales calls, leave behinds, new product launches, formulary kits, and much more. They are a welcome educational service to physicians, nurses, pharmacists, and other health care providers. Reprints/ePrints help your sales force speak to clinicians with knowledge and relevance. We can also recommend related articles to create a comprehensive review package for your customers. Reprints of articles and custom reprints are available. We can also recommend related articles to create a comprehensive review package for your customers.

FOR USA & CANADA ONLY CONTACT:

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EDITORIAL

General Editorial Direction

Neurology Reviews® is a clinical news publication developed to keep specialists and high-prescribing nonspecialists informed of the latest news and information affecting their practice and specialty. Our staff of medical journalists covers major medical conferences and monitors the peer-review literature to report the latest research findings in neurology. Reports from conferences, expert interviews, and timely clinical news articles are major features in every issue.

Average Issue Information (2019-2020)

- Average number of feature articles per issue: 15-20
- Average article length: 700 words

Origin of Editorial

- Staff written: 95%
- solicited: 5%
- submitted: 0%
- Articles or abstracts from meetings or other publications: 95%
- Peer review: All reports from meetings are sent to presenters for their review.

Editorial Research

- Ongoing research includes surveys, interviews at conferences, and Editorial Advisory Board research.

Ad Format and Placement Policy

- Between articles? Yes
- Welled? No
- Stacked? No
- Within articles? Yes
- Are ads rotated? Yes

Ad/Edit Information: 45/55

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GENERAL INFORMATION

Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and Publisher approval and are accepted provided they are in harmony with the policy of service to the medical profession. Nonprofessional product and service advertisers should submit copy 2 weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other [Standard Terms and Conditions](#) of our Rate Card – click the link for details), the agency and the advertiser must, in regard to the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher because of the publication of the contents of the advertisement. Advertisements that resemble editorial material or the publication's editorial format will carry the word "advertisement" in at least 10-point type at the top or bottom. Run-of-book cancellations are accepted in writing up to the official date for space without penalty. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the publisher.

Neurology Reviews® Digital Edition (optional value-add):

Each month a digital edition of the monthly issue will be available for our readers on www.mdedge.com/neurology and the Neurology Reviews App. All print advertisers will receive the option to include your journal ad within the issue as value-add. All issues will be archived on the [site](#). Please submit to Mike Wendt at mwendt@mdedge.com, along with the print ad materials.

Contact Toni Haggerty at thaggerty@mdedge.com for details.

Bonus Distribution Issues:

- **JANUARY ISSUE VIRTUAL**
47th Southern Clinical Neurological Symposium, Clearwater Beach, FL; January 16-19, 2021
- **FEBRUARY ISSUE VIRTUAL**
Americas Committee for Treatment and Research in Multiple Sclerosis (ACTRIMS), Phoenix, AZ; February 25-27, 2021
- **MARCH/APRIL ISSUES**
American Academy of Neurology (AAN) San Francisco, CA; April 17-23, 2021
- **APRIL/MAY ISSUES**
Consortium of Multiple Sclerosis Centers (CMSC) San Diego, CA; June 2-5, 2021
- **MAY ISSUE**
American Headache Society, Orlando, FL, June 3-6, 2021
- **SEPTEMBER ISSUE**
NORD Rare Disease Summit TBD
- **SEPTEMBER/OCTOBER ISSUES**
ECTRIMS Vienna, Austria; October 13-15, 2021
- **DECEMBER ISSUE**
American Epilepsy Society (AES) Chicago, IL; December 3-7, 2021

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PRINTING SPECIFICATIONS

Ad Sizes and Bleed Sizes

- **PUBLICATION TRIM SIZE:** 10-7/8" × 13-1/2"
- **HOLD LIVE MATTER:** 5/8" from all trim-size edges

NON-BLEED AD SIZES		
	Width	Depth
King page	10 ¼"	12 ¾"
King spread	21"	12 ¾"
King 3/4 page	7"	12 ¾"
King 3/4 page spread	15 1/8"	9 7/8"
King ½ page (v)	5"	12 ¾"
King ½ page (h)	9 ¼"	6"
Jr page (A-size)	7"	9 ¾"
Jr page spread	15"	9 ¾"
Jr 2/3 page	4 7/8"	9 ¾"
Jr ½ page	3 ½"	9 ¾"
Jr 1/3 page	2 3/8"	9 ¾"

BLEED SIZES		
	Width	Depth
King page	11 1/8"	13 ¾"
King spread	22"	13 ¾"
King 3/4 page spread	15 ¾"	10 ½"
Jr A-size page	8"	10 ½"
Jr A-size spread	15 ¾"	10 ½"

SUPPLEMENT SIZE		
	Bleed	Trim
Single page	8 1/8" x 11"	7 7/8" x 10 ¾"
Spread	16 x 11"	15 ¾" x 10 ¾"

Paper Stock

- **INSIDE PAGES:** 45# coated
- **COVERS:** 60# coated

Type of Binding: saddle-stitched

Half-Tone Screen Recommendations

- **COVERS:** 150 line
- **INSIDE:** 133 line
- **4-COLOR:** 133 line
- **DENSITY OF TONE:** 4-color cover 320%, 4-color inside 300%, 2-color inside 180%

Reproduction Requirements

- Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines
- 133-line screen recommended. Maximum density 280%. Body and cover printed heat-set web offset.

Materials Accepted:

PDF x1a and PDF. Digital contract color proof required.

- **SEND REPRODUCTION MATERIALS TO:**
Neurology Reviews[®]
 Frontline Medical Communications Inc.
 7 Century Drive, Suite 302
 Parsippany, NJ 07054-4609
ATTN: Mike Wendt
TEL: 973-206-8010 **FAX:** 973-206-9535
E-MAIL: mwendt@mdedge.com

Materials Policy:

Materials, including inserts, discs, and electronic files, will be held one year from date of last insertion and then destroyed.

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UNIQUE OPPORTUNITIES

Multi-sponsored Special Issue Supplements:

Multi-sponsored print and digital themed special issues focus on specific diseases and/or topic areas to provide uniquely relevant in-depth content geared specifically toward physicians and other HCPs with the market.

Available in print and on-line, these issues provide informative and objective information on a topic of interest that HCPs can refer to again and again. This may include diagnosis and treatment information around a disease state; content devoted to a subgroup of the primary specialty; or content produced on behalf of or in collaboration with any of our medical association, patient advocacy group, or Society partners.

These unique opportunities provide advertisers with numerous media placement opportunities, adding to increased reach and exposures. Distribution may also expand beyond *Neurology Reviews*® audience as well.

- Special issue supplements polybag and mail with regular issues of *Neurology Reviews*®
- Special issue supplements are posted online in the education center of www.mdedge.com/neurology
- Print versions receive Bonus Distribution at various medical meetings and events.

PRICING: Please consult your sales representative on advertising rates for each special issue. Cover tips are also available, please consult with Publisher regarding availability and costs. Ads must be approved for both print and digital placements.

CANCELLATION POLICY: Space may be cancelled prior to the space close date for each supplement. After the space close date, insertions will be considered non-cancellable and will be invoiced in full.

CLOSING DATES, INSERTS, AND SPECIFICATIONS: Please consult your sales representative for closing dates, insert quantity and print/digital advertising specs.



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INTEGRATED MEDIA OPPORTUNITIES

Targeted Communications Tactics | Increases Awareness | Informs & Educates | Expands Reach | Frequency

Identify your objectives and work with our sales experts and network of brands to integrate the optimal solutions to get your message in front of the right targets at the right time.

Our wide-array of digital and print advertising tactics, Custom Programs, and Medical Conferences, built around our 25+ print and digital brands in 20+ markets provide unique and tried and true opportunities to achieve reach, generate engagement, and reinforce your messaging with multiple exposures, developed around your marketing goals.

As an established medical communications leader reaching 1.1M physicians, NPs, PAs, payers, key healthcare decision makers and their patients, we can support your pharmaceutical, medical device or diagnostic brand's marketing needs at nearly every point along your product's lifecycle. We'll help you develop an integrated marketing campaign that maximizes the appropriate platforms/channels/devices, etc. to achieve your brand's strategic imperatives.

All print advertising rates and unique print opportunities for each MDedge® brand are accessible at Frontlinerates.com.

[Information for Digital Advertising, Custom Multimedia Programs, and Conferences, are available in a single Integrated Media Kit.](#)

Digital ad specifications are available [here](#).

Digital Advertising



Custom Programs



Medical Conferences



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As one of the healthcare industry's largest medical communications companies, Frontline Medical Communications is a leader in digital, print, and live events. The Company has multichannel "scale" and ranks 1st in combined web and print engagements. Through our MDedge® network of trusted brands and affiliated portal; custom solutions group; BPA® audited print/digital publications; and conferences group, FMC meets the marketing challenges of our clients by optimizing multi-channel advertising programs and multi-faceted sponsorship opportunities. FMC is #1 in total print physician reach, #2 in combined web and print physician reach behind Medscape, and #2 in total combined web & print physician engagement with 20.6 million reader/visitor engagements annually among the Kantar Medical/Surgical universe.

Our MDedge® integrated web portal is fueled by content from 25+ print and digital brands in 20+ markets. A single, comprehensive resource, MDedge saves HCP's time and meets their practice needs through personalized medical news, indexed and peer-reviewed clinical and evidence-based reviews, conference coverage, quizzes, KOL analyses and roundtables, board reviews, podcasts, videos, resource centers, practice management, medical education, disease state crossword puzzles, and more. Improved user experience, content categorization, and SEO optimization has increased visits and engagement by 40%.

We provide access to 1.1 million physicians, nurse practitioners, physician assistants, and other validated HCPs and key formulary decision makers.

- Our pubs rank among the top 5 in readership in (nearly) all measured markets, reaching more than half the measured physician universe at least 1x/month.
- Our websites rank among the top 5 publication-affiliated sites by market, reaching more than one third of the measured physician universe an average of 6x/month.
- Combined with NPs/PAs, we reach more than 65% of these measured clinicians (print + web) 4x/month.
- 20+ disease specific, multi-day live educational events, including hem/onc, globally
- 1,125 active KOLs - authors, editorial/advisory boards, accreditors, etc.
- 40+ partnerships with notable societies and key medical associations
- Producers of innovative, engaging, educational programs.

FMC | MDedge delivers your message to the right targets at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our discount programs and incentive programs. For details contact *Federal Practitioner*® directly or call 973-206-3434.

Access all rate cards and our integrated media kit at www.frontlinerrates.com for an extensive look at our multichannel/platform opportunities.

Email us at sales@mdedge.com and visit www.frontlinemedcom.com.

MDedge® A Unified Multichannel Platform Built on Brand Equity
Cardiology News®
CHEST Physician®
Clinical Endocrinology News®
Clinical Psychiatry News®
Clinician Reviews® *
Cosmetic Dermatology® *
Current Psychiatry®
Cutis®
Dermatology News®
Family Practice News®
Federal Practitioner®
GI & Hepatology News®
Hematology News®
The Hospitalist®
IDPractitioner® *
Internal Medicine News®
Journal of Clinical Outcomes Management®
The Journal of Family Practice®
Journal of Hospital Medicine®
Neurology Reviews®
OBG Management®
Ob.Gyn. News®
Pediatric News®
Physicians' Travel & Meeting Guide® *
Rheumatology News®

* Online only

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