2020 Recruitment/Classified Advertising Rates

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www.mdedge.com/neurology

BLACK & WHITE RATES* 1x  3x  6x  12x
King Full Page  $3,803  $3,612  $3,423  $3,232
King 1/2 Page  2,396  2,274  2,155  2,035
King 1/4 Page  1,600  1,519  1,441  1,359
King 1/8 Page  1,060  1,006  954   902
Island Full Page  3,115  2,959  2,803  2,647
Island 1/2 Page  1,997  1,897  1,797  1,698
Island 1/4 Page  1,254  1,192  1,128  1,065
Island 1/8 Page  963   916  868   820
1x5" up to 150 words  690  656  621   585
1x4" up to 120 words  557  529  502   473
1x3" up to 90 words  446  409  401   379
1x2" up to 60 words  310  286  278   241
1x1" up to 30 words  207  197  185   175

*State and local taxes may apply

PAGE SIZES  TYPE AREA
King Full Page  9.375" x 11.25"
King 1/2 Page Horizontal  9.375" x 5.5"
King 1/2 Page Vertical  4.5" x 11.25"
King 1/4 Page  4.5" x 5.5"
King 1/8 Page  2.25" x 5.5"
Full Island Page  7" x 9"
Half Island Page Horizontal  7" x 4.5"
Half Island Page Vertical  3.5" x 9"
1/4 Island Page  3.5" x 4.5"
1/8 Island Page  2.25" x 4.5"

COLOR
• Color Logo: $205 • Bleed: No charge
• Color charges are in addition to earned black and white rates • Colored Box: $150

CONFIDENTIAL BOX NUMBERS: $40

COMPOSITION
• Black & White Only: Full page: $150
• Half page: $125
• Quarter page: $95

AGENCY DISCOUNT: 15%—All rates noted on this card are GROSS for 1/4 page and larger size ads.

CANCELLATIONS: Must be received in writing on or before the announced closing date.

AUDIENCE: 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).

CIRCULATION: 23,555 BPA Audited

ISSUANCE: 12 times a year

BONUS DISTRIBUTION
• January Issue: Southern Clinical Neurological Society (SCNS); Naples, FL; January 2019. Headache Cooperative of the Pacific (HCOP); Ojai, CA; January 25-26, 2019
• February Issue: ACTRIMS; Dallas, TX; February 28-March 2, 2019; Headache Cooperative of New England (HCNE), Stowe, VT; March 1-2, 2019

BONUS DISTRIBUTION (continued)
• March & April Issues: American Academy of Neurology (AAN); Philadelphia, PA; May 4-10, 2019
• April & May Issues: Consortium of Multiple Sclerosis Centers (CMSC); Seattle, WA; May 29-June 1, 2019
• June Issue: American Headache Society (AHS); Philadelphia, PA; June 27-30, 2019
• July Issue: Contemporary Clinical Neurology Symposium; Hilton Head, SC; July 13-20, 2019
• August Issue: Pain Week; Las Vegas, NV; August 2019
• September Issue: NORD’s Rare Diseases and Orphan Products Breakthrough Summit; Washington, D.C.; October 21-22, 2019
• September & October Issues: Child Neurology Society; Charlotte, NC; October 23-26, 2019
• November Issue: American Epilepsy Society (AES); Baltimore, MD; December 6-10, 2019

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AD SPACE/MATERIALS DEADLINE
January 12/9/19 July 06/9/20
February 01/9/20 August 07/13/20
March 02/10/20 September 08/11/20
April 03/11/20 October 09/14/20
May 04/10/20 November 10/13/20
June 05/8/20 December 11/6/20