

STAFF



Advertising Sales Office:

7 Century Drive, Suite 302
 Parsippany, NJ 07054-4609
 Phone: (973) 206-3434
 Fax: (973) 206-9378
 www.neurologyreviews.com

Contracts/Insertion Orders: Tracy O'Keefe
 (973) 206-8022 • Fax (973) 206-9378 • tracy.okeefe@qhc.com

Production Manager: Jaime Serra
 (973) 206-8011 • Fax (973) 206-9535 • jaime.serra@qhc.com

Director, Marketing Research: Lori Raskin
 (973) 206-8013 • Fax (973) 206-9378 • lori.raskin@qhc.com

Sales/Publishing Staff:

Group Publisher: Eileen R. Henry-Hubert
 (973) 206-2342 • Fax (973) 206-9378 • eileen.hubert@qhc.com

Vice President/Group Editor: Glenn S. Williams
 (973) 206-2343 • Fax (973) 206-9251 • glenn.williams@qhc.com

Corporate Circulation Director: Donna Sickles
 (973) 206-8005 • Fax (973) 206-9378 • donna.sickles@qhc.com

Classified Advertising Representatives:

Valley Forge Publishing
 (866) 312-8805 • Fax: (610) 854-3780



Executive Staff:

President/CEO: Stephen Stoneburn



RATES

Black and White Rates

	1X	6X	12X	18X	24X	36X	48X	60X	72X	96X	120X	144X
King size page	\$5,170	\$4,920	\$4,900	\$4,845	\$4,760	\$4,680	\$4,555	\$4,485	\$4,365	\$4,305	\$4,280	\$4,175
King 3/4 page	\$4,610	\$4,380	\$4,360	\$4,315	\$4,245	\$4,175	\$4,065	\$4,000	\$3,895	\$3,845	\$3,820	\$3,720
King 1/2 page	\$3,345	\$3,165	\$3,155	\$3,120	\$3,065	\$3,015	\$2,940	\$2,895	\$2,815	\$2,775	\$2,760	\$2,695
Jr page	\$3,495	\$3,325	\$3,310	\$3,270	\$3,215	\$3,160	\$3,075	\$3,025	\$2,950	\$2,910	\$2,895	\$2,820
Jr 2/3 page	\$2,685	\$2,540	\$2,530	\$2,505	\$2,465	\$2,420	\$2,360	\$2,325	\$2,265	\$2,230	\$2,215	\$2,160
Jr 1/2 page	\$2,415	\$2,280	\$2,270	\$2,245	\$2,205	\$2,170	\$2,115	\$2,080	\$2,020	\$1,990	\$1,980	\$1,930
Jr 1/3 page	\$1,945	\$1,860	\$1,855	\$1,835	\$1,800	\$1,770	\$1,725	\$1,700	\$1,655	\$1,635	\$1,608	\$1,580

Insert Rates

	1X	6X	12X	18X	24X	36X	48X	60X	72X	96X	120X	144X
2 page insert	\$11,290	\$10,790	\$10,750	\$10,640	\$10,470	\$10,310	\$10,060	\$9,920	\$9,680	\$9,560	\$9,510	\$9,300
4 page insert	\$21,630	\$20,630	\$20,550	\$20,330	\$19,990	\$19,670	\$19,170	\$18,890	\$18,410	\$18,170	\$18,070	\$17,650
6 page insert	\$31,970	\$30,470	\$30,350	\$30,020	\$29,510	\$29,030	\$28,280	\$27,860	\$27,140	\$26,780	\$26,630	\$26,000
8 page insert	\$42,310	\$40,310	\$40,150	\$39,710	\$39,030	\$38,390	\$37,390	\$36,830	\$35,870	\$35,390	\$35,190	\$34,350
10 page insert	\$52,650	\$50,150	\$49,950	\$49,400	\$48,550	\$47,750	\$46,500	\$45,800	\$44,600	\$44,000	\$43,750	\$42,700
2 page island insert	\$7,940	\$7,600	\$7,570	\$7,490	\$7,380	\$7,270	\$7,100	\$7,000	\$6,850	\$6,770	\$6,740	\$6,590
4 page island insert	\$14,930	\$14,250	\$14,190	\$14,030	\$13,810	\$13,590	\$13,250	\$13,050	\$12,750	\$12,590	\$12,530	\$12,230
6 page island insert	\$21,920	\$20,900	\$20,810	\$20,570	\$20,240	\$19,910	\$19,400	\$19,100	\$18,650	\$18,410	\$18,320	\$17,870
8 page island insert	\$28,910	\$27,550	\$27,430	\$27,110	\$26,670	\$26,230	\$25,550	\$25,150	\$24,550	\$24,230	\$24,110	\$23,510
10 page island insert	\$35,900	\$34,200	\$34,050	\$33,650	\$33,100	\$32,550	\$31,700	\$31,200	\$30,450	\$30,050	\$29,900	\$29,150

Neurology Reviews® will convert any four pages and above of A-size film or insert material into full-size tabloid pages at no additional charge. Includes 4-color charge.

King Conversion Rates

	1X	6X	12X	18X	24X	36X	48X	60X	72X	96X	120X	144X
4 King multi-pages	\$20,680	\$19,680	\$19,600	\$19,380	\$19,040	\$18,720	\$18,220	\$17,940	\$17,460	\$17,220	\$17,120	\$16,700
6 King multi-pages	N/A	\$29,520	\$29,400	\$29,070	\$28,560	\$28,080	\$27,330	\$26,910	\$26,190	\$25,830	\$25,680	\$25,050
8 King multi-pages	N/A	\$39,360	\$39,200	\$38,760	\$38,080	\$37,440	\$36,440	\$35,880	\$34,920	\$34,440	\$34,240	\$33,400
10 King multi-pages	N/A	\$49,200	\$49,000	\$48,450	\$47,600	\$46,800	\$45,550	\$44,850	\$43,650	\$43,050	\$42,800	\$41,750

Color Charges

4 color	\$1,900
2 color standard	\$1,160
2 color matched	\$1,370
metallic	\$1,665
4 color + metallic	\$3,565
5 color	\$3,270
6 color	\$4,640

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

RATES *Continued*

1. Effective Date and Discounts:

- a. **Effective rate date:** January 2010
- b. **Agency commission:** 15% of gross billing on space, color, cover, and preferred position charges. Mechanical charges are commissionable. 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.
- c. **Rate subject to change with 90 days' notice:** Contracts accepted with 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.

2. Earned Rates

- a. **Full Runs:** Earned rates are based on frequency of advertising insertions by individual corporate entities within a 12-month period beginning January 2010 and ending December 2010. The earned rate is determined by the number of insertions. A full page and fractional pages count as single insertions. Each page charged for an insert counts as one insertion. Each demographic or regional page counts as an insertion toward full-run earned rate.
- b. **Split Runs:** 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: add \$1,300 for ROB pages; add \$900 for inserts.
- c. **Business Reply Cards:** Available on a limited basis. The BRC will count toward the advertiser's frequency rate. BRCs must be accompanied by a minimum of a Jr page ad. **Charge: \$4,445.**

3. Incentive Programs

- a. **Corporate Frequency Combination:** Earned frequency will be calculated for a corporate parent and its subsidiaries based on the combination of all full and partial pages that are scheduled in Quadrant HealthCom Inc. journals in 2010. If a journal's maximum rate is lower than the total frequency earned, then the maximum rate of the journal will be the earned rate. Split run pages count as full pages towards frequency. Short rates apply if corporate frequency is not achieved. (Highest frequency available is 144X.)
- b. **Continuity Plan: Buy 5 Get 1:** Advertise the same product in 5 consecutive issues and earn a unit of the same (averaged) size FREE in the next month of issuance. Must be earned and used within the calendar year 2010. **Continuity programs may not be applied to premium positions.** Instead, units earned may run as free, doubled ROB insertions in the same issue.

- c. **New Launch Discount:** Advertise a new product, new indication, or new formulation in 4 consecutive issues, and earn a FREE double hit in the 4th Issue of the same (averaged) size unit. For advertisers launching after September, this program can be carried over to the following calendar year.
- d. **Combination Buy:** Advertise the same product in the same month in any two qualifying journals (*Neurology Reviews*[®], *The American Journal of Orthopedics*[®], *Clinician Reviews*[®], *Emergency Medicine*[®], *Federal Practitioner*[™], *Pulmonary Reviews*[®]) and receive a 15% discount off the earned rate in each journal (B&W and color); advertise the same product in the same month in any three or more qualifying journals and receive a 20% discount off the earned rate in each journal.
- e. **Double Hit Program:** Advertise the same product twice in the same issue and earn a 20% discount on space and color charges for the second same (smaller) size unit (not premiums).

- f. **Corporate Discount:** Corporate manufacturers and their subsidiaries will receive a discount on advertising pages purchased from Quadrant HealthCom Inc. in 2010. Full year 2009 NET advertising spend with Quadrant will establish the minimum discount levels for all advertising purchased in 2010. Discounts will be applied to only advertising purchased in Quadrant professional publications. The Quadrant Corporate Discount is applied to the adjusted gross cost after all other earned discounts have been applied. Spend levels and associated discounts are:

2009 NET SPENDING	EARNED 2010 DISCOUNT
\$150,000	1%
\$250,000	2%
\$500,000	3%
\$750,000	4%
\$1,000,000	5%
\$1,500,000	7%
\$2,000,000	9%

Order of Discount Calculations as Applicable:

1. Corporate frequency combination
2. Combination discount
3. Corporate discount
4. Agency discount

Quadrant Prepayment Plan:

Quadrant HealthCom Inc. offers an optional prepayment program. Contact: Eileen Hubert at (973)206-2342 or eileen.hubert@qhc.com for additional details.

4. Classified Rates:

Valley Forge Publishing Group:

National Account Executive:
 Tim LaPella Tel: (866) 312-8805 x 138; Fax: (610) 854-3780
 tlapella@valleyforgepress.com
 Valley Forge Publishing Group
 2570 Boulevard of the Generals, Suite 220
 Norristown, PA 19403

INSERT INFORMATION

5. **Availability:** 2- to 10-page inserts. Short cut, gatefolds, or die-cuts, please consult publisher.
6. **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.
 - a. **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 publisher.
 - b. **Trimming:**
 - 2-, 4-, 8-, or 10-page inserts 7-3/4" x 10-1/2" (A-Size) or 11" x 13-3/4" (King).
 - Trim size of journal is 10-7/8" x 13-1/2".

- All 8-page inserts must be delivered pre-stapled at center.
- Keep live matter 1/4" from all trim edges.
- Keep non-bleed copy at least 3/8" from trim.
- King-Size Inserts will be trimmed 1/8" from head, foot, and face.
- A-Size Inserts will be trimmed 1/8" from foot.
- Inserts jog to foot.
- Type of binding: saddle-stitched.

- c. **Quantity:** 21,000 inserts per issue (includes spoilage).

- d. **Insert Deadline:** Please see chart on next page.

- e. **Shipping:**

Neurology Reviews[®] (issue date and quantity)
 c/o RR Donnelley & Sons, Inc.
 1600 North Main Street
 Pontiac, IL 61764
 Attn: Steve Sullivan
 Phone (815) 844-1831; Fax (815) 844-1326
 steven.m.sullivan@rrd.com

ISSUANCE AND CLOSING

7. First Issue: January 1993

8. Frequency: Monthly

9. Mailing Date and Postage Class:

15th of publication month,
periodicals class

10. Bonus Distribution

- a. American Academy of Neurology (AAN) Annual Meeting (March and April Issues)
- b. North American Neuromodulation Society (NANS) Annual Meeting (November Issue)

11. Closing Date: See table below

ISSUE MONTH	CLOSING	MATERIALS DUE	INSERT DUE	ISSUE MONTH	CLOSING	MATERIALS DUE	INSERT DUE
January	12/4	12/14	12/28	July	6/4	6/18	6/28
February	1/5	1/15	1/27	August	7/6	7/16	7/26
March	2/5	2/17	2/26	September	8/5	8/16	8/27
April	3/1	3/12	3/22	October	9/3	9/17	9/27
May	4/5	4/16	4/26	November	10/5	10/15	10/29
June	5/5	5/17	5/28	December	11/5	11/15	11/24

EDITORIAL

12. 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.

13. Average Issue Information

- a. **Average number of feature articles per issue:** 12-15, including 5-6 departments

b. **Average article length:** 800 words

c. **Editorial departments:** News Roundup, Maintenance of Certification, Literature Monitor, Conference News Update, and Tips for Patients.

14. Origin of Editorial Content

- a. **Staff-written:** 90%
- b. **Solicited:** 5%
- c. **Submitted:** 5%
- d. **Articles or abstracts from meetings or other publications:** 75%
- e. **Peer review:** All reports from meetings are sent to presenters for their review

CIRCULATION

15. 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); and primary care physicians (office- and hospital-based) who have been identified as high prescribers of neurologic products (analeptics, Alzheimer's disease, antiarthritics, anticoagulants, antidepressants, anticonvulsants, antimigraine, antiplatelets, antipsychotics, muscle relaxers and all other pain/neuropathy, interferon, other neurological disorders, Parkinson's disease/movement disorders, seizure disorders, sleep disorders).

16. Demographic Selection Criteria:

- a. **Age:** Not applicable

b. **Prescribing:** See above

c. **Circulation distribution:** 100% Controlled

d. **For Subscription rates, contact (800) 480-4851**

17. Circulation Verification:

- a. **Audit:** BPA[®]
- b. **Mailing house:** Healthcare Data Solutions

18. Coverage:

- a. **Have any specialties been combined in the grid?** Yes
- b. **Date and source of breakdown:** July 2009 issue, BPA[®]
- c. **Circulation Breakdown:** Hospital-based includes "other" unclassified

Primary Specialty	Major Professional Activity for the United States and Possessions					
	Total Qualified	Office-Based Practice	Patient Care		Osteopathic Physician	Other Professional Activity
			Interns and/or Residents	Full-Time Hospital-Based		
Child Neurology	1,031	666	163	121	29	52
Clinical Neurophysiology	343	198	87	27	7	24
Family Practice/Medicine	2,377	1,889	8	41	380	19
Internal Medicine	1,816	1,671	3	44	78	20
Neurology	12,098	9,623	1,111	508	516	340
Psychiatry	353	269	1	46	15	22
General Practice	208	185	-	5	15	3
Other Specialties	342	273	11	31	14	13
TOTAL QUALIFIED CIRCULATION	18,528	14,774	1,384	823	1,054	493

GENERAL INFORMATION

- 19. Requirements for Advertising Acceptance:** Professional and nonprofessional products or services are accepted provided they are in harmony with the policy of service to the medical profession and subject to Publisher approval. 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 terms and conditions of our rate card), the agency and the advertiser must, in respect of 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.
- 20. New Product Releases:** Available, please submit to Editor.
- 21. Editorial Research:** Ongoing research includes surveys, interviews at conferences, and Editorial Advisory Board research.

22. Ad Format Placement Policy:

- a. Format:**
1. Between articles? Yes
 2. Welled? No
 3. Stacked? No
 4. Within articles? Yes
 5. Are ads rotated? Yes

23. Ad/Edit Ratio Information:

Advertising to Edit Ratio: 55/45

24. Services:

- a. Ad studies:** None available
- b. Other services:**
- Editorial Reprints
 - Special supplements can be provided, please contact publisher for details

MECHANICAL SPECIFICATIONS

25. Ad Sizes and Bleed Sizes

- a. Publication Trim Size:** 10-7/8" × 13-1/2"
- b. Hold Live Matter:** 5/8" from all trim-size edges

Ad Sizes	Width		Depth
King page	10-1/4"	x	12-3/4"
King spread	21"	x	12-3/4"
King 3/4 page	7"	x	12-3/4"
King 3/4 page spread	15-1/8"	x	9-7/8"
King 1/2 page	5"	x	12-3/4"
Jr page (A-size)	7"	x	9-3/4"
Jr page spread	15"	x	9-3/4"
Jr 2/3 page	4-7/8"	x	9-3/4"
Jr 1/2 page	3-1/2"	x	9-3/4"
Jr 1/3 page	2-3/8"	x	9-3/4"

Bleed Sizes	Width		Depth
King page	11-1/8"	x	13-3/4"
King spread	22"	x	13-3/4"
King 3/4 page spread	15-3/4"	x	10-1/2"
Jr A-size page	8"	x	10-1/2"
Jr A-size spread	15-3/4"	x	10-1/2"

26. Paper Stock:

- a. Inside Pages:** 45# coated stock
- b. Cover:** 60# coated stock

27. Type of Binding: Saddle-stitched

28. Reproduction Requirements:

- a.** Follow Specifications for Web Offset Publications' (SWOP) guidelines
- b.** 133-line screen recommended
- c.** Maximum density 280%. Body and cover printed heat-set web offset.

29. Accepted Materials

Electronic Files: PDFx1a and PDF. Digital contract color proof required.

30. Materials Policy

Materials, including inserts, discs, and electronic files, will be held for 1 year from date of last insertion and then destroyed.

Send production materials to

Neurology Reviews[®]
 Quadrant HealthCom Inc.
 7 Century Drive, Suite 302
 Parsippany, NJ 07054-4609
 Attn: Jaime Serra, (973) 206-8011
 Fax: (973) 206-9535
 Email: jaime.serra@qhc.com