

AANnews®

25,150
Total Subscribers

Content Focus

The AANnews® mission is to promote the Academy to AAN members through timely news updates on AAN-specific policies, products, programs, services, and activities. Its focus is non-scientific.

Organizational Affiliation

American Academy of Neurology

Editor-in-Chief

John D. Hixson, MD

Frequency

Monthly

Advertising Guidelines

Subject to approval by Editor and AAN. [Uniform Guidelines for Advertisements in AAN Publications](#) apply. **New copy must be received by the Publisher two weeks before closing date.**

FAX insertion orders to: (973) 215-2485

Distribution

Print Circulation:

25,150

Total Subscribers:

25,150

Run of Book Rates

Rates apply to inclusion in Print issues.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)	1/4 Page Color	1/4 Page B/W (PI)
1x	\$6,235	\$3,780	\$4,745	\$2,290	\$4,240	\$1,785
12x	\$5,985	\$3,530	\$4,590	\$2,135	\$4,125	\$1,670
24x	\$5,845	\$3,390	\$4,495	\$2,040	\$4,065	\$1,610
36x	\$5,705	\$3,250	\$4,425	\$1,970	\$4,005	\$1,550
48x	\$5,585	\$3,130	\$4,355	\$1,900	\$3,955	\$1,500
72x	\$5,505	\$3,050	\$4,300	\$1,845	\$3,910	\$1,455
96x	\$5,410	\$2,955	\$4,235	\$1,780	\$3,865	\$1,410
144x	\$5,315	\$2,860	\$4,195	\$1,740	\$3,825	\$1,370
180x	\$5,275	\$2,820	\$4,155	\$1,700	\$3,795	\$1,340
216x	\$5,215	\$2,760	\$4,120	\$1,665	\$3,765	\$1,310
288x	\$5,155	\$2,700	\$4,080	\$1,625	\$3,745	\$1,290
360x	\$5,110	\$2,655	\$4,060	\$1,605	\$3,715	\$1,260



[Additional Audience Data](#)

Cover and Preferred Position Rates

Cover 2: 35% of earned B/W (PI) page rate*

Cover 3: 35% of earned B/W (PI) page rate

Cover 4: 50% of earned B/W (PI) page rate

Note: * Maximum ad unit size on Cover 2 is 4 pages

Insert Rates

4-page: 4.5 times earned B/W (PI) page rate

8-page: 8.5 times earned B/W (PI) page rate

Custom Projects

Supplements, cover tips/belly bands, outserts, webinars, learning centers and more. Contact your Advertising Representative for details.

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Closing Dates

Issue	Run of Book Space	Run of Book Print Materials	Insert Materials	Approximate Mail Date
January	11/19/2020	11/26/2020	12/1/2020	12/21/2020
February	12/21/2020	12/28/2020	1/4/2021	1/25/2021
March	1/20/2021	1/27/2021	2/1/2021	2/24/2021
April	2/17/2021	2/24/2021	3/1/2021	3/24/2021
May	3/22/2021	3/29/2021	4/1/2021	4/23/2021
June	4/21/2021	4/28/2021	5/3/2021	5/25/2021
July	5/20/2021	5/27/2021	6/1/2021	6/24/2021
August	6/21/2021	6/28/2021	7/1/2021	7/23/2021
September	7/21/2021	7/28/2021	8/2/2021	8/25/2021
October	8/20/2021	8/27/2021	9/1/2021	9/24/2021
November	9/21/2021	9/28/2021	10/1/2021	10/25/2021
December	10/20/2021	10/27/2021	11/1/2021	11/22/2021

To inquire about extension dates, please contact your [Sales Representative](#).

Print Specifications

Type of Binding

Saddle stitched

Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
Full page:	8 1/4"	x	10 7/8"	8 1/2"	x	11 1/8"
1/2 page horizontal:	8 1/4"	x	5 1/4"	8 1/2"	x	5 1/2"
1/2 page vertical:	4"	x	10 7/8"	4 1/4"	x	11 1/8"

Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded;

Type 1 fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

Acceptance: A sample of insert must be sent to the [Advertising Coordinator](#) for approval.

Specifications: Inserts should not measure greater than .004 mic. In thickness with a variance not greater than plus or minus 5%.

Quantity: 32,500

Packing Instructions: Carton packing preferred with quantity, publication and issue date clearly indicated.

Shipping Address: Curtis1000, 5601 East River Road, Fridley, MN 55432 Attn: Ken Anderson

Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

Cover Tips

Specifications: 8" x 6.5". Safety: Allow 1/4" from trim on all sides. Paper stock: 100# gloss text. Jogs: to foot. Due Date: 5 weeks prior to issue date. A sample of insert must be sent to the [Advertising Coordinator](#) for approval 3 weeks prior to due date.

Advertising Representative (U.S.)

Name: Bethann Sands (Stroke-related products)

Phone: 215-882-1097

Email: bethann.sands@wolterskluwer.com

Advertising Representative (U.S.)

Name: Eileen R. Henry

Phone: 732-778-2261

Email: eileen.henry@wolterskluwer.com

Advertising Representative (U.S.)

Name: Gina Bennicasa

Email: gbennicasa@pminy.com

Advertising Coordinator

Name: Patricia Muller

Phone: 215-521-8840

Email: patricia.muller@wolterskluwer.com

Production Associate

Name: Jim Hopwood

Phone: 612-928-6059

Email: jhopwood@aan.com