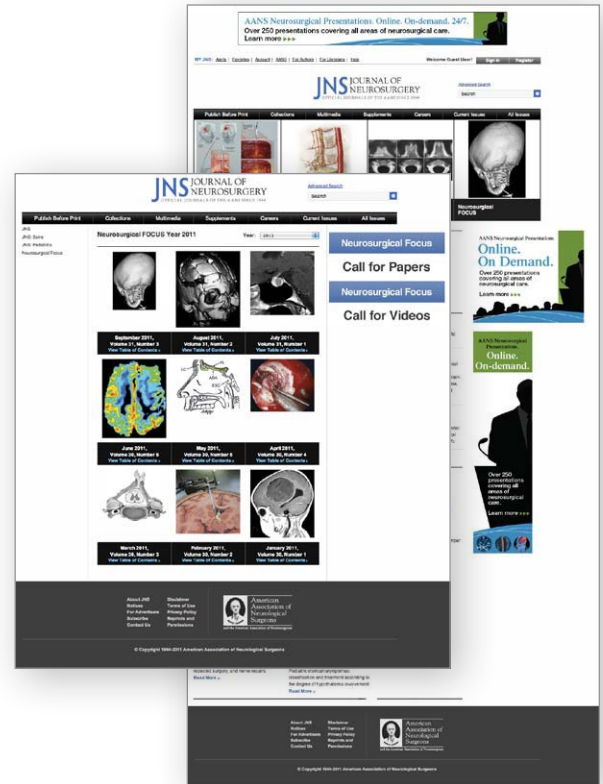


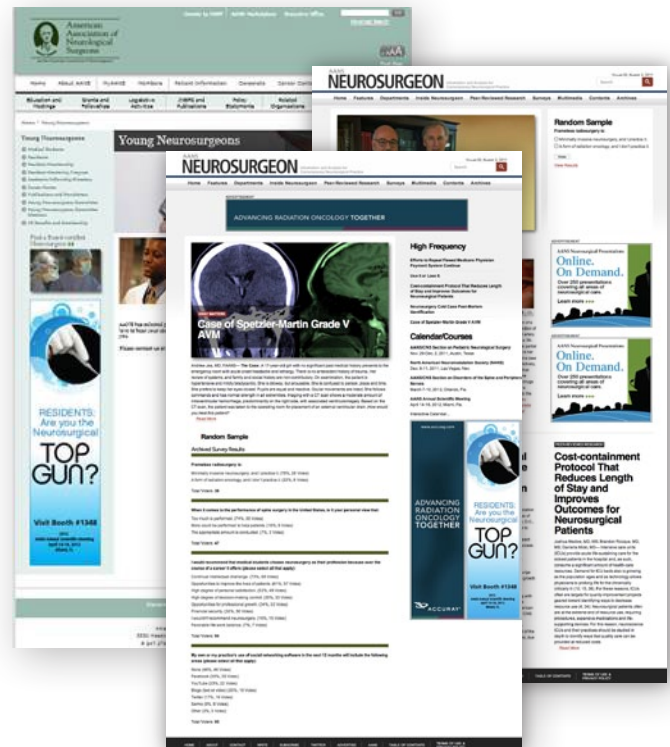
Journal of Neurosurgery Print Publications



Journal of Neurosurgery Websites



AANS Mobile Membership Application



AANS and AANS Neurosurgeon Websites



For over fifty years, the *Journal of Neurosurgery* has been recognized by neurosurgeons and other medical specialists the world over for its authoritative clinical articles, cutting-edge laboratory research papers, renowned case reports, expert technical notes, and more.

In 1999, we began publishing the *Journal of Neurosurgery: Spine* as a quarterly supplement to the Journal which became a bi-monthly publication in 2002. In 2004 we added the *Journal of Neurosurgery: Pediatrics* as a quarterly supplement. Both supplements are now published monthly.

PRACTICE AREA CONCENTRATION

Practice Area	>50%	<50%
Lumbar Spine	30%	70%
Cervical Spine	22%	78%
Aneurysm	4%	96%
Tumor Removal	16%	84%
Epilepsy	9%	91%
Parkinson's	6%	94%
Carpal Tunnel	4%	96%
Pediatric	12%	88%

SUBSCRIPTIONS BY COUNTRY

Country	Country
Australia	Mexico
Brazil	South Korea
Canada	Spain
China	Switzerland
France	United Kingdom
Germany	United States
Italy	Other
Japan	Total
	8,520

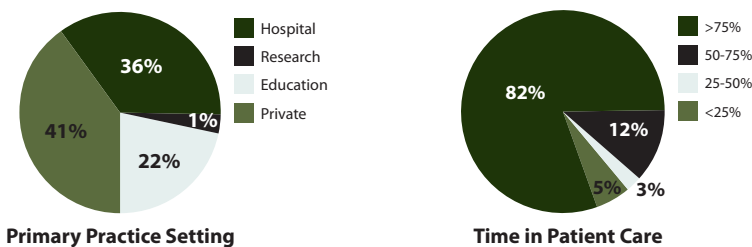
GENERAL INFORMATION

Frequency: Monthly

Mail Class: Periodical class mail/air freight, mails polywrapped third week of month prior to issue date.

Established: 1931

READERSHIP SURVEY



- 34% of readers read 3/4 to all of *Journal of Neurosurgery*.
- 68% of readers prefer to receive all three *JNS* publications packaged.
- 74% find it easier to browse through print articles rather than online.
- 91% use journals or advertising as their primary source for clinical information on new products.
- 73% of readers read ads in *Journal of Neurosurgery*.
- An average of 38% of readers either contact a representative or search the internet for more information after reading an ad.
- 41% of readers look through recruitment ads regularly.

AANS STAFF

American Association of Neurological Surgeons

5550 Meadowbrook Drive
 Rolling Meadows, IL 60008
 Tel (847) 378-0500
 www.aans.org

John Jane, Sr., MD, PhD
 Editor-in-Chief

Edward Oldfield, MD
 Associate Editor

ADVERTISING OFFICE

The Walchli Tauber Group, Inc.
 2225 Old Emmorton Road, Suite 201
 Bel Air, MD 21015
 Tel (443) 512-8899 | Fax (443) 512-8909
 www.wt-group.com

Dave Baker
 National Advertising Sales Manager
 Ext 105 | david.baker@wt-group.com

Mary Lorenzen
 Recruitment Sales Manager
 Ext 113 | mary.lorenzen@wt-group.com



RUN OF BOOK (ROB) B/W RATES

Freq.	1 Page	1/2 Page	1/4 Page
1x	\$2,290	\$1,560	\$1,155
3x	\$2,120	\$1,450	\$1,055
6x	\$1,975	\$1,340	\$ 995
12x	\$1,895	\$1,330	\$ 970
24x	\$1,825	\$1,300	\$ 920
36x	\$1,770	\$1,280	\$ 875
48x	\$1,745	\$1,255	\$ 865
72x	\$1,720	\$1,235	\$ 855

COLOR RATES (PER PAGE)

Standard	\$ 715
Matched	\$ 765
Metallic	\$1,030
4 Color	\$1,605
5 Color	\$2,290
5 Color Metallic	\$2,615

COVER/PREFERRED POSITION RATES*

Journal Mark	\$14,000 per issue (3 minimum)
Cover Tip	\$15,000 per month
2nd Cover	Earned rate plus 50%
3rd Cover	Earned rate plus 25%
4th Cover	Earned rate plus 50%
Facing 1st Text/TOC	Earned rate plus 15%
Facing Last Text	Earned rate plus 15%

*Non-cancellable, 10% penalty applied

CLOSING DATES*

Issue Date	Space	Material	Inserts
January	11/8	11/17	12/7
February	12/8	12/16	1/6
March	1/12	1/17	2/8
April	2/14	2/16	3/7
May	3/16	3/21	4/10
June	4/16	4/19	5/8
July	5/16	5/18	6/6
August	6/14	6/18	7/10
September	7/16	7/18	8/8
October	8/15	8/20	9/10
November	9/15	9/19	10/9
December	10/15	10/18	11/7

*Cancellations cannot be accepted after space confirmation date.

INSERT RATES & REQUIREMENTS

Insert	Rate
2-page Insert	3 times earned B&W rate
4-page Insert	5 times earned B&W rate

Larger units, gate-folds, tip-ins, diecuts: Rates upon request.

Business Reply Cards: 1x earned B/W page rate.

Larger Size Business Reply Cards: 2x earned B/W page rate.

Business Reply Card Requirements: Accepted when run in conjunction with an advertisement of at least one page. Please check with production manager for sizes, stock and binding requirements. Cancellations will not be accepted after space confirmation date.

PRODUCT RECRUITMENT EARNED RATES

Earned rates are given to advertisers based on advertising frequency within a 12-month period. Advertisers may combine space units run in *JNS*, *JNS: Pediatrics* and *JNS: Spine*. The earned rate is determined by the number of insertions. A cash discount of two percent is applied for contracted 2012 space paid in full prior to January 1, 2012.

RECRUITMENT ADVERTISING

Your position can be posted online for an additional fee of \$425.00 per the month immediately, or \$225.00 if posted the month the ad appears in print. Thereafter, the fee will be \$225.00 for any additional months. Your ad that appears in print can also be part of your listing. For an additional \$100.00 per month that you post your listing online, your full display ad will be just a click away.

Material Submission: Submit your interlaced, non-transparent, gif file via email to mary.lorenzen@wt-group.com. All ads must be accompanied by a link and a very short description (less than five words) of the ad for viewers who have image loading turned off or are using a browser that does not display images.

BONUS DISTRIBUTION

Meetings	Location	Issue Dates	Meeting Dates
AANS Cerebrovascular Sec.	New Orleans, LA	January	Jan 30-31
AANS Spine Sec.	Orlando, FL	March	Mar 7-10
AANS Annual Meeting	Miami, FL	April	Apr 14-18
CNS Annual Meeting	Chicago, IL	October	Oct 6-10
NASS Annual Meeting	Dallas, TX	October	Oct 24-27
AANS Pediatric Sec.	TBD	TBD	TBD

AGENCY COMMISSION: 15%

Color charges and position charges are commissionable. Insert charges are also commissionable (excluding back-up charges). All extra charges are non-commissionable.

MECHANICAL SPECIFICATIONS

Size	Dimensions
Spread (bleed)	16-3/8 x 11-1/8"
Full Page (bleed)	8-3/8 x 11-1/8"
Full Page (non-bleed)	7-1/4 x 10"
Half Page (horizontal)	6-5/8 x 4-11/16"
Half Page (vertical)	3-1/8 x 9-5/8"
Quarter Page	3-1/8 x 4-5/8"
2-page Insert	8-3/8 x 11-1/8"
4-page Insert	17 x 11-1/8"
Cover Tip	5 x 7" minimum 6 x 8-1/2" maximum

Publication trims at 8-1/8 x 10-7/8", keep live matter 1/2" from trim.

INSERT REQUIREMENTS

Trimming: 1/8" on all sides; margin for live matter 1/2" inside all edges of untrimmed insert.

Stock: 70 lb. minimum, 100 lb. maximum.

Quantity: 11,550

Copy Clearance: All inserts are subject to approval by the editor. Copy should be supplied to The Walchli Tauber Group production department prior to printing inserts. Proofs should be emailed to Mary Lorenzen at mary.lorenzen@wt-group.com. Allow three weeks for approval.

ELECTRONIC AD SUBMISSION

The *Journal of Neurosurgery* publications are produced digitally Direct-to-Plate (DTP). A high resolution .PDF is the only digital file specification accepted. If your ad file is larger than 25 MB you may upload a high-resolution .PDF to the Walchli Tauber Group FTP site at **<ftp2.wt-group.com>**; **user: wtgroupftp, password: sendfiles**. Be sure to use passive FTP if prompted. Place the ad into the *JNS* Publication folder and issue date subfolder for your ad.

Email Mary Lorenzen at mary.lorenzen@wt-group.com to notify that your ad has been uploaded.

If your ad file is smaller than 25 MB you may email a high-resolution .PDF to Mary Lorenzen at mary.lorenzen@wt-group.com.

Your ad may also be submitted on a CD-ROM. Please note if the ad file is to be compressed, WinZip and Stuffit are the only acceptable compression techniques.

JNS REPRINTS & ePRINTS

Commercial organizations wishing to obtain multiple copies of an article for any reason must order reprints or ePrints through our designated agent. In general, it takes 4 to 6 weeks to fulfill reprint requests. It is preferred that requests be submitted by email. Authors may not distribute reprints or ePrints to commercial parties, including employers.

Please note that the *JNS* Publishing Group is very mindful of the ethics of publishing, and does not permit modification of article reprints in any manner that might convey endorsement by *JNS*. Specifically, while literature codes may be added to reprints, such codes cannot appear on any page that contains *JNS* materials, including reference pages or the reprint title page. That said, *JNS* makes every effort to make the process of inquiring about reprints and purchasing reprints as efficient and smooth as possible.

Once the required information is submitted, an estimate and ordering information will be provided. After an order has been placed, please contact Beth Ann Rocheleau at brocheleau@rockwaterinc.com for information on shipping dates and costs.

REPRINT CONTACT**Beth Ann Rocheleau**

Rockwater, Inc.
(803) 359-4578
(803) 753-9430 fax
brocheleau@rockwaterinc.com

NEUROSURGICAL DATABASE LIST RENTAL

The Neurosurgical Database includes AANS member and non-member neurosurgeons, nurses, physician assistants and other medical professionals. A variety of sorts are available to help you target your marketing efforts.

NEUROSURGICAL DATABASE CONTACT**Member Services**

American Association of Neurological Surgeons
Department 77-2370
Chicago, IL 60678
(847) 378-0539

SHIPPING INFORMATION**Ship insert material to:**

Dartmouth Printing Company
Attn: Lisa George, *JNS* (Month, Quantity)
69 Lyme Road
Hanover, NH 03755

Ship all other material to:

The Walchli Tauber Group, Inc.
Attn: Mary Lorenzen, *JNS* (Issue Date)
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015

JOURNAL OF NEUROSURGERY WEBSITE

Average unique visitors per month: 100,000
 Average monthly page views: 403,593
 Average page views per visitor: 3



JNS Website Screenshot

JNS WEBSITE RATES

Position	Cost
Leaderboard	\$50.00 CPM
Skyscraper	\$50.00 CPM
Video Box	\$75.00 CPM

MECHANICAL SPECIFICATIONS

Position	Dimesions
Leaderboard	728x90 pixels
Skyscraper	160x600 pixels
Video Box	300x250 pixels

REQUIRED WEBSITE FILES

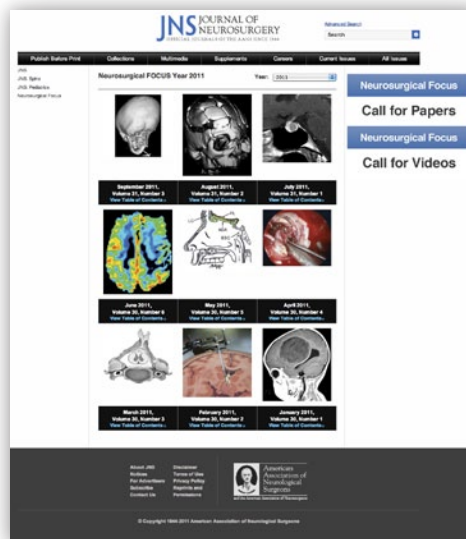
JPG, GIF, Rich Media, 3rd Party Tag, Click-through URL. All Rich Media is accepted, 3rd party serving is allowed.

Limited to a maximum of three loops per 45 seconds for animated creatives. User enabled media is allowed.

NEUROSURGICAL FOCUS

Available through the JNS Portal. Banner advertising with neurosurgery's only topic based online only journal.

NeurosurgicalFOCUS averages approximately 7,000 page views and 5,000 unique users monthly!



NeurosurgicalFOCUS Website Screenshot

JNS eTOC ADVERTISING

eTOCs are mailed to over 25,000 neurosurgeons monthly for *Journal of Neurosurgery*, *Journal of Neurosurgery: Pediatrics*, and *Journal of Neurosurgery: Spine*.

Each eTOC features a 728x90 pixel leaderboard ad.

JNS eTOC RATES

Position	Cost
Leaderboard	\$1,000 per month



JNS eTOC Screenshot

AANS WEBSITE

Hosts Patient information, Education & Meetings, Publications & Journals, a Career Center and much, much more. You can visit the site at www.aans.org.

AANS WEBSITE RATES

Position	Cost
Skyscraper	\$65.00 CPM

A minimum purchase of 10,000 impressions in required for all campaigns

MECHANICAL SPECIFICATIONS

Position	Dimensions
Skyscraper	160x600 pixels

REQUIRED WEBSITE FILES

JPG, GIF, Rich Media, 3rd Party Tag, Click-through URL. All Rich Media is accepted, 3rd party serving is allowed.
 Limited to a maximum of three loops per 45 seconds for animated creatives. User enabled media is allowed.



AANS Website Screenshot

AANS NEUROSURGEON WEBSITE

AANS Neurosurgeon is the official socioeconomic publication of the American Association of Neurological Surgeons, AANS Neurosurgeon (formerly the AANS Bulletin) features information and analysis for the contemporary neurosurgical practice. You can visit the site at www.aansneurosurgeon.org.

AANS NEUROSURGEON WEBSITE RATES

Position	Cost
Leaderboard	\$65.00 CPM
Skyscraper	\$65.00 CPM
Banner	\$65.00 CPM

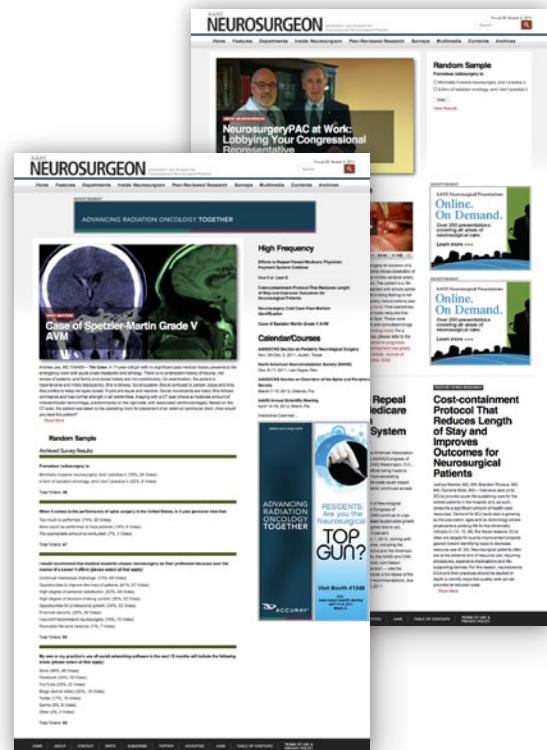
A minimum purchase of 10,000 impressions in required for all campaigns

MECHANICAL SPECIFICATIONS

Position	Dimensions
Leaderboard	728x90 pixels
Skyscraper	160x600 pixels
Banner	300x250 pixels

REQUIRED WEBSITE FILES

JPG, GIF, Rich Media, 3rd Party Tag, Click-through URL. All Rich Media is accepted, 3rd party serving is allowed.
 Limited to a maximum of three loops per 45 seconds for animated creatives. User enabled media is allowed.



AANS Neurosurgeon Website Screenshot

AANS MOBILE MEMBERSHIP APP

A comprehensive AANS App for your mobile device, designed to meet AANS Member communication needs.

Featuring access to:

- AANS News – includes articles, announcements and news features
- AANS Mobile – browse the AANS Website quickly and easily using the mobile site from any mobile device
- MyAANS.org – a dedicated, members-only area
- AANSconnect – AANS' professional networking site
- AANS Annual Scientific Meeting – gain access to the scientific programming, exhibitor information and much more
- AANS on iTunes U – free access to AANS educational content
- AANS Marketplace – visit the Marketplace for the latest in practice management and clinical publications
- AANS Online Career Center – this resource is the official job board for AANS and offers the largest, most diverse selection of neurological surgery jobs anywhere
- JNSPG and Publications – get access to the Journals of Neurosurgery, AANS Neurosurgeon and AANS' online publication Neurosurgical Focus
- AANS Education – information on accredited, cutting-edge education programs available



Mobile App iPad, iPhone and iPod Screenshots

MOBILE APP ADVERTISING

Splash Page: Full Screen ads are displayed when the application is launched on the iOS device or when the device is turned on with the application already running. The user can touch the ad (touch anywhere on the image) to provide more information.

- Sizes: 320x420 **and** 640x840 (for newer devices)
- Creative format: Full-Color PNG
- Pricing is for calendar month
- Purchase share of voice (SOV) in 10% increments, up to 50%.
- Each 10% SOV is \$600 net per month. Pricing is not related to page views/impressions served.

Large Banner Advertising: Large banners are available on Home Landing Page, News, JNSPG and Publications, and Education icons.

- Sizes: 320x100 **and** 640x200 (for newer devices)
- Creative format: Full-Color PNG
- Pricing is for calendar month
- Purchase share of voice (SOV) in 10% increments, up to 50%.
- Each 10% SOV is \$600 net per month. Pricing is not related to page views/impressions served.

Small Banner Advertising: Small banners are available within the Annual Scientific Meeting app.

- Sizes: 320x50 **and** 640x100 (for newer devices)
- Creative format: Full-Color PNG
- Pricing is for calendar month
- Purchase share of voice (SOV) in 10% increments, up to 50%.
- Each 10% SOV is \$600 net per month. Pricing is not related to page views/impressions served.

FILE SPECIFICATIONS

The user can touch the banner ad to provide more information, via the following formats: HTML documents (web pages), Adobe PDF, Microsoft Word documents (Office '97 or higher), Microsoft PowerPoint presentations, Apple Pages documents (iWork '06 or higher), Apple Keynote presentations, and Videocast (MPEG-4) (If Purchased).

One size fits all, 2x increase for iPad. Maximum file size of 70KB. Ads are displayed for 3-5 seconds.

Material must arrive 7 business days prior to the first of the month for placement.

**6,000
DOWNLOADS
EXPECTED**

AANS ANNUAL MEETING

Take advantage of three marketing opportunities for the 80th AANS Annual Meeting to be held April 14-18, 2012 in Miami, FL.

1. AANS Annual Meeting Publications
2. AANS Website Special Banner Placement
3. Hotel Room Door Drops
4. AANS Annual Meeting App
5. iTunes Card Sponsorship

AANS ANNUAL MEETING PUBLICATIONS (ONLINE ONLY)

1 Online only, available at www.aans.org. Advertising will be presented as if in print. However, there will be no print versions of these publications; all publications will be published as PDFs.

AANS Destination Guide: Pre-meeting primer provides the first opportunity for AANS medical attendees to register for the meeting, make hotel selections. The guide promotes the destination city.

AANS Preliminary Program: Contains detailed information on the scientific program, speakers, award winners, advance registration, housing and exhibit hall attractions.

AANS Scientific Program Guide: Provides detailed meeting information on the scientific sessions, speakers, subspecialty section information and the exhibit hall.

RUN OF BOOK (ROB) B/W RATES (PER PLACEMENT)

Size	Price
Full Page	\$2,000 net
Half Page	\$1,000 net

COLOR RATES (PER PAGE)*

Standard	\$ 400 net
4 Color	\$ 800 net

*In addition to B/W rates

CLOSING DATES

Publication	Space	Material	Available
Destination Guide	7/28/2011	8/19/2011	11/1/2011
Preliminary Program	10/28/2011	11/18/2011	1/2/2012
Scientific Program	2/10/2012	2/24/2012	4/14/2012

MECHANICAL SPECIFICATIONS*

Size	Dimensions
Full Page (bleed)	8-3/4 x 11-1/4"
Full Page (non-bleed)	8-1/2 x 11"
Half Page (bleed)	8-3/4 x 5-3/4"
Half Page (non-bleed)	8-1/2 x 5-1/2"

*Provide a high resolution .PDF to mary.lorenzen@wt-group.com.

AANS WEBSITE SPECIAL BANNER PLACEMENT

2 AANS Website special roadblock for Annual Scientific Meeting banner placement 160 x 600 tower ad utilizing the same specs as the AANS Site; this section of the AANS Site will contain everything attendees need to know about the annual meeting

AANS WEBSITE RATES

Position	Cost
Leaderboard	\$65.00 CPM net
Skyscraper	\$65.00 CPM net

MECHANICAL SPECIFICATIONS

Position	Dimesions
Leaderboard	728x90 pixels
Skyscraper	160x600 pixels

REQUIRED WEBSITE FILES

JPG, GIF, Rich Media, 3rd Party Tag, Click-through URL. All Rich Media is accepted, 3rd party serving is allowed.

Limited to a maximum of three loops per 45 seconds for animated creatives. User enabled media is allowed.

HOTEL ROOM DOOR DROPS

3 The Hotel Room Door Drop is a plastic bag containing your company's promotional material or sample products. Delivered on Sunday to **2,300 medical attendee's hotel rooms**, prior to exhibit opening to drive traffic to your booth.

A Second Day of Door Drops: First 10 contracts will be guaranteed distribution on day one. A limit of 20 items will be distributed over the two days.

RATES & SIZE*

Days	Price	Max Size	MaxWeight	Quantity
One Day	\$3,200 net	10 x 13"	8 oz.	2,300
Two Days	\$4,800 net	10 x 13"	8 oz.	4,600

*Do not produce without AANS approval. Food and candy items will not be accepted

CLOSING DATES

Prototypes	Pieces	Payment
2/23/2012	3/23/2012	Upon approval of prototype

SHIPPING INFORMATION

American Association of Neurological Surgeons
 Attn: Martha Lara, Hotel Room Door Drop
 5550 Meadowbrook Drive
 Rolling Meadows, IL 60008-3852
 (847) 378-0541

AANS ANNUAL MEETING iTUNES CARDS

4 The Apple iTunes cards will be given out during the Annual Meeting registration or via the exhibitor's booth.

Cards may not be imprinted with sponsor logos, however cards may be distributed in holders printed by the sponsor. Artwork for the holders must be approved by AANS.

If the cards are to be distributed at the Registration booth, they must arrive at the AANS office by 3/23/2012.

iTUNES CARD RATES

Position	Cost*
Registration distribution	\$5,000 net
Exhibitor's booth distribution	\$1,000 net

*Pricing does not include the cost of the card material.

CLOSING DATES

Confirmation	Material	Reg. Distribution
2/15	3/2	3/23



Annual Meeting iTunes Cards

AANS ANNUAL SCIENTIFIC MEETING SUB-APP

5 Videocast & Podcasts: Videocasts are video displays with sound that can be used to deliver your message quickly and effectively. Videocasts, on a topic pre-approved by AANS, may be positioned to appear either behind a banner ad or exhibitor listing.

Podcasts are audio presentations that can be used to provide information on your products and services. Podcasts, on a topic pre-approved by AANS, may be positioned to appear either behind a banner ad or exhibitor listing.

Videocast advertising	\$5,500 net
Podcast advertising	\$4,500 net

See video/audio specifications document for details on acceptable formats.

App Advertising: Splash ads display upon opening the meeting app and Program section. Small banners are visible on the Program, MySchedule, What's On, People, and Exhibitor sections. Large banners are visible on the Home page, Program, Conference Info, and Message sections.

Splash ad	\$5,000 net
Small banner	\$3,000 net
Large banner	\$4,000 net

Chat and Charge Stations: Charging stations will be available at social events such as the Opening and International receptions. Each station is \$2,500 net.

eBuzz Notices: Emails that are sent during the Annual Meeting that are delivered via the News section.

Saturday/Sunday	\$1,500 net
Monday	\$2,500 net
Tuesday	\$2,000 net
Wednesday	\$1,000 net

Exhibitor Listings: Listings with a live link to the exhibitor's web site. Each listing is \$750 net.

CLOSING DATES

Confirmation	Material
2/15	3/2