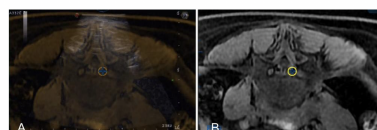


The use of intraoperative neurosurgical ultrasound for surgical navigation in low- and middle-income countries: the initial experience in Tanzania
 Angrey J. Kiale, Nicholas Rutababwa, Laurent Lermi Mchome, Kevin D. Libsh, Justin M. Honoa, Joseph Kahamba and D. Ryan Ormond

How safe are elective craniotomies in elderly patients in neurosurgery today? A prospective cohort study of 1452 consecutive cases
 Ralph T. Schalk, Shpend Tashi, Maria Branca, Nicole Soti, Debora Cipriani, Christa Schwarz, Claudio Polo, Philippe Schmitt, Christian T. Ulrich, Jürgen Böck, Werner J. Zönnigen and Andreas Rastke

Real-time ultrasonography-magnetic resonance image fusion navigation for percutaneous transforaminal endoscopic discectomy
 Pengen Xu, Feng Feng, Junyuan Cao, Zhen Chen, Binyan He, Zhuang Kong, Lei He, Wenbin Wu, Lei Tan, Kai Li, Rongxin Zhang and Limin Rong



The patient's position may shift slightly due to transfer and movement. Therefore, calibration was used to eliminate image deviation. The genous processes (orange, blue crosses) and other bone landmarks can be easily identified on US images (A) and MR images (B). When the MR scanning plane corresponds to the US scanning plane, calibration can be confirmed.

Sent to: henryson@thejns.org

Unsubscribe

Journal of Neurosurgery Publishing Group, 1 Morton Drive, Suite 200, Charlottesville, VA 22903, United States

The **American Association of Neurological Surgeons (AANS)** offers a variety of print and online advertising programs to help companies target the AANS membership in a direct, meaningful way. These exceptional vehicles provide you with diverse options to reach the AANS' members year-round, as well as distinctive programs that allow you to directly focus your message to attendees of the AANS Annual Scientific Meeting.

Founded in 1931 as the Harvey Cushing Society, the AANS is a scientific and educational association with more than 12,000 members worldwide. The AANS is dedicated to advancing the specialty of neurological surgery in order to provide the highest quality of neurosurgical care to the public. Fellows of the AANS are board-certified by the American Board of Neurological Surgery, the Royal College of Physicians and Surgeons of Canada, or the Mexican Council of Neurological Surgery, A.C.

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Contacts

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AANS' **Journal of Neurosurgery** has been acknowledged for more than a half-century by neurosurgeons and other medical specialists around the world for its scholarly clinical articles, vanguard laboratory research papers, distinguished case reports, savvy technical notes and much more.

Frequency: Monthly.

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

Total circulation: 5,138*

*September 2019, USPS Statement of Ownership Management and Circulation from Aug 2018-Aug 2019

RUN OF BOOK (ROB) B/W RATES

Frequency	1 page	1/2 page	1/4 page
1x	\$3,125	\$2,160	\$1,625
6x	\$2,905	\$2,005	\$1,495
12x	\$2,710	\$1,860	\$1,420
24x	\$2,595	\$1,835	\$1,380
36x	\$2,520	\$1,815	\$1,335
48x	\$2,455	\$1,795	\$1,295
60x	\$2,405	\$1,775	\$1,255
72x	\$2,375	\$1,755	\$1,230

RUN OF BOOK (ROB) COLOR RATES

Frequency	1 page	1/2 page	1/4 page
1x	\$4,930	\$3,965	\$3,430
6x	\$4,710	\$3,810	\$3,300
12x	\$4,515	\$3,665	\$3,225
24x	\$4,400	\$3,640	\$3,185
36x	\$4,325	\$3,620	\$3,140
48x	\$4,260	\$3,600	\$3,100
60x	\$4,210	\$3,580	\$3,060
72x	\$4,180	\$3,560	\$3,035

COVER/PREMIUM POSITION RATES*

Cover tip	\$15,000 net per issue
Journal mark	\$14,000/issue (3-issue min.)
Cover 2 or 4	Earned rate plus 50%
Cover 3	Earned rate plus 25%
Facing first-text/TOC	Earned rate plus 15%

*Non-cancellable, 10% penalty applied.

INSERT RATES

Frequency	2-page	4-page
1x	\$9,375	\$18,750
6x	\$8,715	\$17,430
12x	\$8,130	\$16,260
24x	\$7,785	\$15,570
36x	\$7,560	\$15,120
48x	\$7,365	\$14,730
60x	\$7,215	\$14,430
72x	\$7,125	\$14,250

Business reply cards: 1x earned B/W rate; larger-size cards 2x earned B/W rate. Accepted when run in conjunction with an advertisement of at least one page. Contact sales representative for sizes, stock and binding requirements. Cancellations will not be accepted after space confirmation date. Larger units, gate-folds, tip-ins, diecuts: Rates upon request.

CLOSING DATES*

Issue date	Space	Material	Inserts
January	11/15	11/20	12/5
February	12/15	12/20	1/5
March	1/15	1/20	2/5
April	2/15	2/20	3/5
May	3/15	3/20	4/5
June	4/15	4/20	5/5
July	5/15	5/20	6/5
August	6/15	6/20	7/5
September	7/15	7/20	8/5
October	8/15	8/20	9/5
November	9/15	9/20	10/5
December	10/15	10/20	11/5

*Cancellations cannot be accepted after space confirmation date.

BONUS DISTRIBUTION

Meetings	Dates	Location
AANS Annual Scientific Meeting	May 3-6	Chicago, IL
CNS Annual Meeting	Sep 28-Oct 2	Houston, TX

MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)	Dimensions (non-bleed)
Spread	16-3/8 x 11-1/8"	—
1 page	8-3/8 x 11-1/8"	7-1/4 x 10"
1/2 page (horizontal)	—	6-5/8 x 4-11/16"
1/2 page (vertical)	—	3-1/8 x 9-5/8"
1/4 page	—	3-1/8 x 4-5/8"
Cover tip	8 x 7" maximum	—

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

INSERT/OUTSERT REQUIREMENTS

Size	Dimensions
2-page insert	8-3/8 x 11-1/8"
4-page insert (supply folded)	8-3/8 x 11-1/8"

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

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

Quantity: 6,000 per issue.

ELECTRONIC AD SUBMISSION

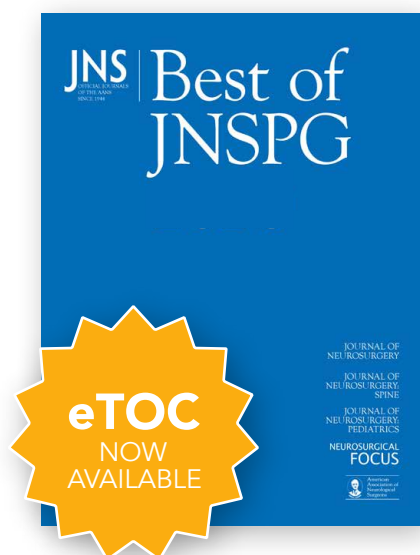
Publication is produced off set and printed direct to plate (DTP). Below is the file format submission information. Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.

Send a high-resolution PDF via email to Kim Kleinberg at kim.kleinberg@wt-group.com if the file is under 25 MB. For larger files or files that cannot be delivered via email, use a file sharing service (Hightail, Dropbox, etc.). Once uploaded, send an email to Vicki Vaughn.

AD MATERIAL DELIVERY ADDRESS

For insert/outsert material:
Dartmouth Printing Company
Attn: Kelly Nanopoulos (*JNS*, issue date, quantity)
69 Lyme Road
Hanover, NH 03755

For all other ad material:
Walchli Tauber Group, Inc.
Attn: Kim Kleinberg (*JNS*, issue date)
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015



The **Best of JNSPG: 2023** is released in April by the Journal of Neurosurgery Publishing Group. The issue will be on display during the AANS Annual Scientific Meeting and distributed with the May editions of *Journal of Neurosurgery*, *Journal of Neurosurgery: Spine*, and *Journal of Neurosurgery: Pediatrics*.

Issue content will consist of a selection of the 10 most accessed articles from last year's issues of *Journal of Neurosurgery*, *Journal of Neurosurgery: Spine*, *Journal of Neurosurgery: Pediatrics*, and *Neurosurgical Focus*.

Advertising can be interspersed between articles.

Distribution: 5,700 (500 at AANS Annual Scientific Meeting, 200 at CNS Annual Meeting, and 5,000 mailed with *JNS* issues).

RUN OF BOOK RATES

Size	B/W	Color
1 page*	\$2,135 net	\$3,500 net
1/2 page*	\$1,510 net	\$2,500 net
Cover 2	—	\$4,200 net
Table of Contents	—	\$3,750 net
Cover 3	—	\$3,900 net
Cover 4	—	\$4,700 net
Cover tip	—	\$15,000 net

CLOSING DATES*

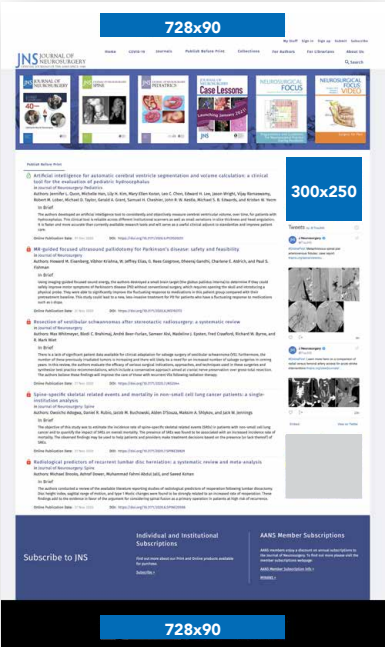
Space	Material
2/15	2/24

Reserved ads will not be accepted after the material due date, and will still be invoiced. All signed contracts and confirmation forms are non-cancellable after the space closing date.

MECHANICAL SPECIFICATIONS

Size	Dimensions (bleed)	Dimensions (non-bleed)
1 page	8-3/8 x 11-1/8"	7-1/4 x 10"
1/2 page	—	3-1/8 x 9-5/8"
Cover tip	8 x 6" maximum	—

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



The **Journal of Neurosurgery website** contains all articles published since 1944. One year to five years post-publication are freely accessible.

JNS is the foremost authority in neurosurgical publications. JNS welcomes original works that focus on the prevention, diagnosis, and treatment of conditions affecting the brain, central and peripheral nervous systems, and cerebrovascular system. Geared toward clinicians and researchers in the field of neurosurgery, JNS considers submissions of clinical and laboratory studies, technical notes about innovative or useful instruments or equipment, history articles about persons or events related to neurosurgery, and letters to the editor.

Geotargeting ad impressions by state or country available for additional cost. Contact your sales representative for details.

Page views: 175,000 per month worldwide
Unique visitors: 145,000 per month worldwide

DOMESTIC (U.S.) WEB SITE RATES

All contracts are sold on a share-of-voice (SOV) model, split into 20% shares per month. A 10% SOV will on average provide 12,500 impressions, this average is an estimate and not guaranteed. Contracts are noncancellable.

Placement	SOV	Cost
JNS (ROS)	10%	\$1,000 net

*Contracts may be cancelled with a minimum of 30-days notice with no penalty. With less than 30-days of written notice, advertiser is responsible for any contracted media to be served in full.

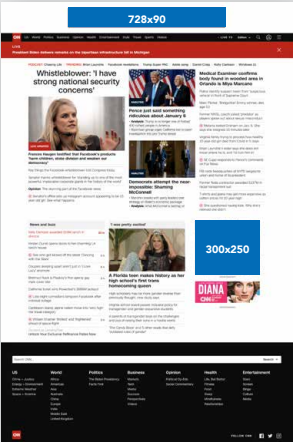
MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	200 KB limit
320x50 pixels	100 KB limit

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. Expandable ads are accepted for the 728x90 position.

Animated creatives are limited to a maximum of three loops per 45 seconds.



The **Journal of Neurosurgery website retargeting** enables advertisers to remind JNSPG subscribers of products/services after they leave the JNS website(s). Ads will be served to AACN members who are visiting non-endemic sites. Retargeting is a vital tool that helps you connect with the JNSPG audience on other sites that they visit. The average CTR for retargeted ads is ten times higher than regular display ads.*

*Source: I-Com Retargeting Study 2019-2020

WEB SITE RATES

Retargeting	\$100 CPM
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REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF/PNG with click-through URL, or third-party tag.

Animated creatives are limited to a maximum of three loops per 45 seconds. User-enabled media is allowed.

MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	200 KB limit
160x600 pixels	200 KB limit
180x150 pixels	200 KB limit
320x50 pixels (mobile-only)	200 KB limit
300x50 pixels (mobile-only)	200 KB limit



Each month, neurosurgeons receive the **Journal of Neurosurgery eTOCs**. The eTOCs are sent each month with the initial release of titles during the first week of publication month. Each eTOC contains a leaderboard at the top of the content, another midway through the content, and another at the bottom of the content.

EMAIL RATES

eTOC	Cost
JNS	\$1,200 per position
JNS: Pediatrics	\$500 per position
JNS: Spine	\$1,200 per position
Neurosurgical Focus	\$500 per position
Best of JNSPG	\$2,000 per position

EMAIL SENDS

eTOC	Sends (approx.)	Open rate
JNS	4,500 per issue	25.00%
JNS: Pediatrics	4,500 per issue	25.00%
JNS: Spine	4,500 per issue	35.00%
Neurosurgical Focus	4,500 per issue	25.00%
Best of JNSPG	4,500 per issue	25.00%

CLOSING DATES

Contracts due two weeks prior to email send date, materials due one week prior to email send date.

MECHANICAL SPECIFICATIONS

728x90 pixels 50KB limit

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



Journal of Neurosurgery Featured Topic email alerts allow advertisers to choose a topic, which content is then generated for by JNSPG and sent to eTOC subscribers. Only one advertiser's ad(s) will appear with the content. This is an exclusive opportunity to sponsor the content with a targeted message to subscribers.

Should 300x250 creatives not be available, a version of the Featured Topic email that uses 728x90 ads can be sent.

Total sent (approximate): 4,500 per issue

Open rate: 25.00%

EMAIL RATES

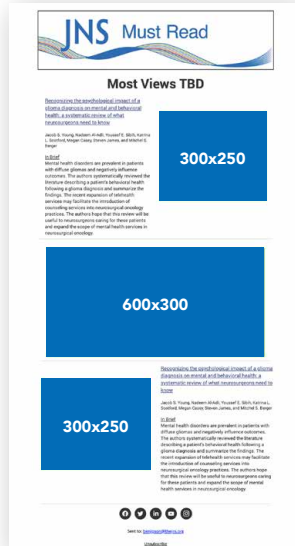
Placement	Cost
Featured Topic	\$3,000 net/issue

MECHANICAL SPECIFICATIONS

300x250 pixels 50KB limit

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



Journal of Neurosurgery Must Read email alerts allows advertisers to choose a topic for the alert. The email is exclusive to one advertiser and the JNSPG will select two articles on your selected topic to accompany your banner ads. This email alert is sent to the JNS eTOC subscribers and each Must Read email alert offers two 300x250 banners and one 600x300 banner.

Total sent (approximate): 4,900 per issue

Open rate: 30%

EMAIL RATES

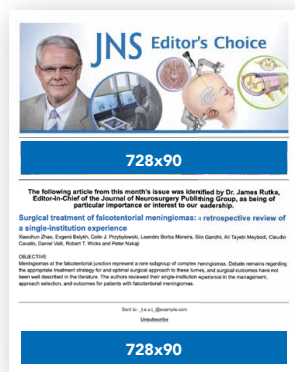
Placement	Cost
Must Read	\$3,500 net

MECHANICAL SPECIFICATIONS

300x250 pixels	50KB limit
600x300 pixels	100KB

REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



The **Journal of Neurosurgery Editor's Choice email** is sent every month. The editor-in-chief of JNS publications, Dr. James Rutka, selects must-read articles for the each issue. Advertisers choosing to sponsor the messages will be associated with the top articles from that month's issue.

Total sent (approximate): 4,500 per issue

Open rate: 25.00%

EMAIL RATES

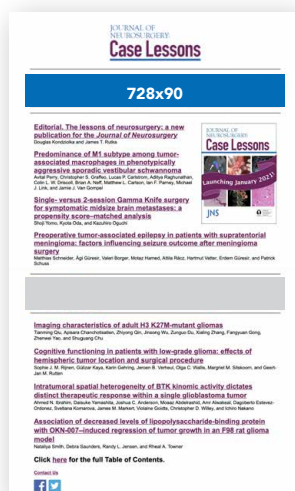
Position	Cost
Top 728x90	\$2,500 net per issue
Bottom 728x90	

MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
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REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



An online-only, open-access journal, the **Journal of Neurosurgery: Case Lessons email** is mailed every Wednesday. Case studies are presented by neurosurgical residents, and archived on the JNS website. Support residents in their formative years with this program.

Total sent (approximate): 4,500 per issue

Open rate: 30.00%

EMAIL RATES

Position	Cost
728x90	\$500 net per month

MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
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REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.

SEEKING NEUROSURGERY SPINE SURGEON

The Hospital of University of New York (University Medical Center) is seeking a highly motivated, board certified neurosurgeon to join our Spine Surgery Department. The ideal candidate will have a minimum of 5 years of experience in spine surgery, with a strong emphasis on minimally invasive techniques. The position offers a competitive salary, excellent benefits, and the opportunity for professional growth. For consideration, please send your curriculum vitae and a letter of interest to: hr@unmc.edu.

U.S. SURVIVOR

Department of Neurological Surgery
The Department of Neurological Surgery at the University of California, San Francisco (UCSF) is seeking a highly motivated, board certified neurosurgeon to join our team. The ideal candidate will have a minimum of 5 years of experience in neurosurgery, with a strong emphasis on minimally invasive techniques. The position offers a competitive salary, excellent benefits, and the opportunity for professional growth. For consideration, please send your curriculum vitae and a letter of interest to: hr@ucsf.edu.

ADVANCED NEUROSURGERY ASSOCIATES

Pediatric Fellowship Opportunity

Large pediatric neurosurgery group with offices throughout the state of New Jersey and New York seeks a highly motivated, board certified neurosurgeon to join our team. The ideal candidate will have a minimum of 5 years of experience in pediatric neurosurgery, with a strong emphasis on minimally invasive techniques. The position offers a competitive salary, excellent benefits, and the opportunity for professional growth. For consideration, please send your curriculum vitae and a letter of interest to: hr@advancedneurosurgery.com.

Journal of Neurosurgery Recruitment advertising is featured in the journals acknowledged for more than a half-century by neurosurgeons and other medical specialists around the world for its scholarly clinical articles, vanguard laboratory research papers, distinguished case reports, savvy technical notes and much more.

All classified advertising must be prepaid before the ad can appear in print or online. Payment can be sent by check or credit card. Earned rate discounts and combination rates available.

DISPLAY RATES

Frequency	1 page	1/2 page	1/4 page
1x	\$2,785	\$1,895	\$1,400
6x	\$2,585	\$1,760	\$1,280
12x	\$2,400	\$1,620	\$1,210
24x	\$2,295	\$1,595	\$1,170
36x	\$2,225	\$1,575	\$1,120
48x	\$2,160	\$1,560	\$1,065
60x	\$2,115	\$1,525	\$1,050
72x	\$2,095	\$1,510	\$1,035

COLOR RATES

Matched	\$800
3/4 color	\$1,805

CLOSING DATES

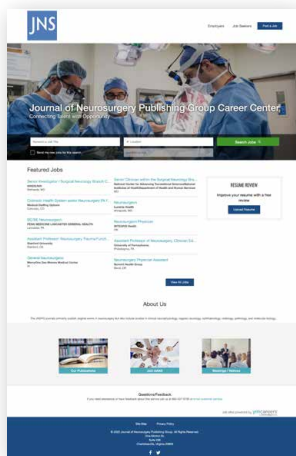
Issue date	Space	Material
January	11/15	11/20
February	12/15	12/20
March	1/15	1/20
April	2/15	2/20
May	3/15	3/20
June	4/15	4/20
July	5/15	5/20
August	6/15	6/20
September	7/15	7/20
October	8/15	8/20
November	9/15	9/20
December	10/15	10/20

ELECTRONIC AD SUBMISSION

Classified ads may be submitted as a high-resolution PDF. If a PDF is not available, please send a Microsoft Word file to anne.green@wt-group.com and WTG will create the advertisement at no additional charge.

MECHANICAL SPECIFICATIONS

Size	Dimensions
1 page	7-1/4 x 10"
1/2 page (horizontal)	6-5/8 x 4-11/16"
1/2 page (vertical)	3-1/8 x 9-5/8"
1/4 page	3-1/8 x 4-5/8"



The **Journal of Neurosurgery Publishing Group Career Center** is the official job board of the JNS. The Career Center connects qualified neurosurgery talent with top opportunities.

Post your jobs on the JNSPG job board to reach qualified, active job seekers. Designed as a comprehensive resources for job seekers & employers, the Career Center enables you to immediately position your job in front of candidates.

All classified advertising must be prepaid.

SINGLE JOB POSTING RATES

Contract length	Cost
30 days	\$450
60 days	\$700

WEB SITE RATES

All contracts are sold on a share-of-voice (SOV) model, split into 50% shares. Contracts are non-cancellable.

Position	Contract length	SOV	Cost
Run-of-site	30 days	50%	\$1,000

PREFERRED JOB POSTING PACKAGE RATES

Job appears in rotation with other job postings on the Career Center homepage, remains in the search results, and is marked with a special icon to stand out from other jobs.

Contract length	Cost
30 days	\$575
60 days	\$825

MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	200 KB limit

REQUIRED WEB SITE FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.

ULTIMATE JOB POSTING PACKAGE RATES

Job appears in rotation with other job postings on the Career Center homepage, remains high in the search results, and is marked with a special icon to stand out from other jobs. The job posting also appears in the monthly Job Flash email blast, sent the first Wednesday of the month, to JNS membership and potential job seekers.

Contract length	Cost
30 days	\$795
60 days	\$1,045

JOB FLASH EMAIL ADD-ON RATES

Deploys the first week of each month to more than 2,200 qualified job seekers and neurosurgeons.

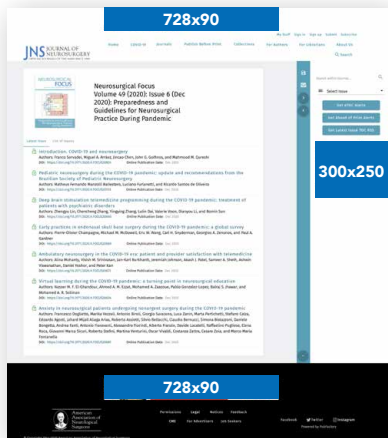
Position	Contract length	Cost
728x90 pixels	30 days (1 send)	\$425

MECHANICAL SPECIFICATIONS

728x90 pixels	50 KB limit
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REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.



The **Neurosurgical Focus** pages of the *Journal of Neurosurgery* website is the home neurosurgery's only topic-based online-only journal.

Neurosurgical Focus is a monthly, topic-driven publication geared toward clinicians and researchers in the field of neurosurgery, *Neurosurgical Focus* is oriented toward clinical and laboratory studies, technical notes about innovative or useful instruments or equipment, papers describing unusual cases, history articles about persons or events related to neurosurgery, and occasional reviews.

Page views: 75,000 per month worldwide

Unique visitors: 30,000 per month worldwide

DOMESTIC (U.S.) WEB SITE RATES

All contracts are sold on a share-of-voice (SOV) model. Contracts are noncancellable. Impressions listed below are estimates based on historical data from Google Ad Manager.

Placement	SOV	Cost
Neurosurgical Focus pages	100%	\$1,500 net

*Contracts may be cancelled with a minimum of 30-days notice with no penalty. With less than 30-days of written notice, advertiser is responsible for any contracted media to be served in full.

MECHANICAL SPECIFICATIONS

728x90 pixels	200 KB limit
300x250 pixels	200 KB limit
320x50 pixels	100 KB limit

REQUIRED FILES

Advertisers must provide one of the following file formats: JPG/GIF with click-through URL, DCM HTML5 file, or third-party tag. Expandable ads are accepted for the 728x90 position.

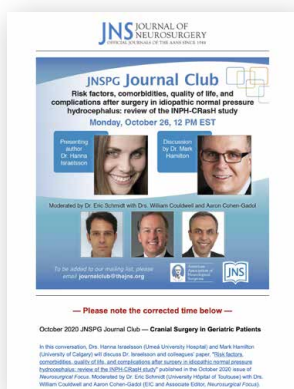
Animated creatives are limited to a maximum of three loops per 45 seconds.

NEUROSURGICAL FOCUS TOPICS

Edition	Topics
January	Mixed reality in neurosurgery: preoperative planning, intraoperative navigation, education, training, and rehabilitation
February	Low-grade glioma in adults: contemporary management
March	Management of dural fistulas
April	Cranio-orbital and orbitocranial approaches
May	Contemporary management of chordoma
June	Spasticity and other movement disorders
July	Concussion and return to play
August	Transitional care in neurosurgery
September	Focused Ultrasound- Current and future indications
October	Complications in neurosurgery - invited manuscripts by Editor-In-Chief only
November	Contemporary applications of Laser Interstitial therapy
December	Robotics in the Neurosurgical Operating Room

NEUROSURGICAL FOCUS: VIDEO TOPICS

Edition	Topics
January	Use of the exoscope in neurosurgery
April	Minimally invasive and endoscopic spine surgery techniques
July	Epilepsy surgery
October	Movement disorders



The **Neurosurgical Focus Webinar email** is a topic-based webinar with subject experts, these discussion webinars are live and archived on the *Neurosurgical Focus* section of *JNS* website. This email alerts subscribers to the topic of discussion and participants.

Total sent: 4,939 per issue

Open rate: 20.00%

EMAIL RATES

Position	Cost
Top 728x90	\$2,500 net per issue

MECHANICAL SPECIFICATIONS

728x90 pixels	50KB limit
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REQUIRED EMAIL FILES

Advertisers must provide a JPG or static GIF, and a click-through URL. No 3rd-party tags can be accepted.

How's Your Ad Working?

Find out for Free.

Get market feedback from the very people your ad has been designed to reach – by participating in in this free On Target® study. With an issue selected as a Readex Ad Test Study Issue, your ad will be included in the study. You will receive the results when they are tallied.

Step 2: Reviewing Your Results

CONSULTANTS

Visually Appealing	Easy to Read	Offering Enough Information	Clearly Communicating Benefits	Advertiser	Page	Size/Color
100	100	100	100	Issue Average (49 ads)		
88	113	67	72	Product/Service Category Average (3 ads)		
82	109	52	62	Buffalo Prairie Instruments	108	1/2 page, 4 color
107	119	49	60	Piccolo Devices	107	1/2 page, 4 color
75	113	101	94	ThinkLeaders	Cover 2	1 page, 4 color

Find out if your ad is:

- Visually Appealing
- Easy to Read
- Offering Enough Information
- Clearly Communicating the Benefits
- + Overall Effectiveness Rating

In addition, write-in responses are included to this question, “*What could this ad do differently to better communicate with you?*” Verbatim comments help put context around the scores your ad receives.

Personalized, color-filled reports will show your results.



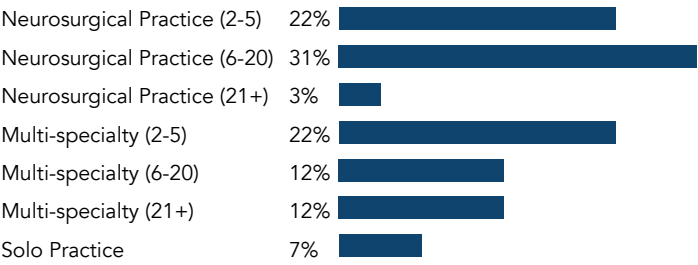
You might discover that your ad meets your goals, or you may learn new ways to get more out of your investment. Either way this is information you cannot afford to do without.

Reserve your space today to be part of the survey

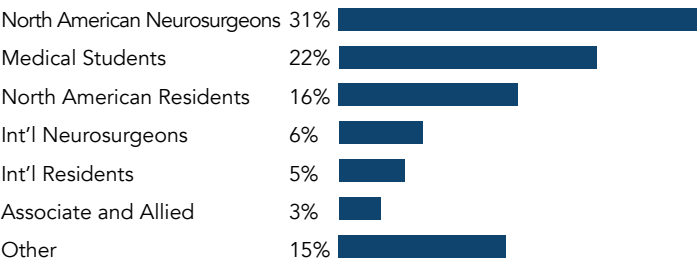
in the July issue of JNS

Member Data

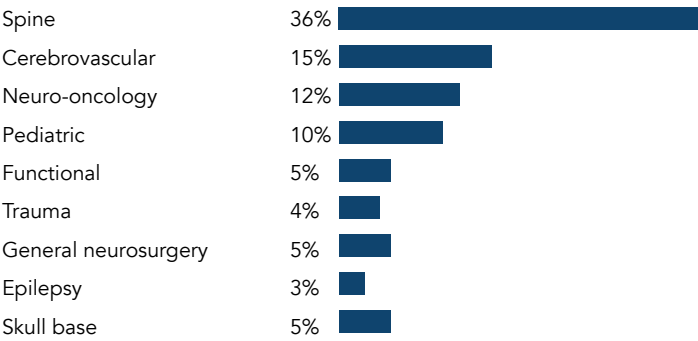
MEMBERSHIP BY PRACTICE



MEMBERSHIP BY CATEGORY



MEMBERSHIP BY PRIMARY SUBSPECIALTY



Advertising Policies

Acceptance of Advertising

All advertising is subject to publisher's approval. The AANS reserves the right to accept, reject, or cancel any advertisement at any time if it is deemed not to be in keeping with the publication's standards and to evaluate ad copy to ensure that it does not contain misleading statements or information contrary to AANS policy. All advertisements must clearly identify the advertiser and the product or service being offered and must be clearly identifiable to the reader as advertisements. Drug advertisements must include the full generic name of each active ingredient, and all must be listed for nutritional products. An analysis of contents must be included in advertisements for infant formula.

Claims that include statistical statements or clinical studies must be based on studies by qualified individuals and documented by specific references. Articles accepted for publication but not yet published may also be used, but the name and date of issue of the journal involved must be furnished. Documentation based on scientific exhibits or personal communications are not acceptable; all promotional claims must have complete citations.

All inserts are subject to approval by the editor. Copy must be supplied to the WTG production department prior to printing inserts. Allow three weeks for approval.

Material Specifications

It is the advertiser's/agency's responsibility to provide ads according to the publication's specifications as provided in this document. WTG, the publisher and printer are not responsible for the reproduction of advertisements not provided to the correct specifications.

Digital Advertising

Digital ad units are considered sponsorship advertising. The analytics presented in this document are based on the prior year and may vary annually. There are no CPM guarantees provided due to the nature of target audience access. AANS and WTG will not credit the advertiser based on data shortfalls from the analytics preferred.

Digital Campaign Reporting

WTG does not complete third-party reporting templates or spreadsheets, and does not upload reporting data into digital portals or sFTP's.

WTG uses Google Ad Manager (GAM) to serve advertisements on website properties on which ad space is offered. A representative of WTG will provide reports for website campaigns upon request or via an automatically-generated email sent by GAM. WTG works with the AAP to place advertisements on email properties on which ad space is offered. A representative of WTG will provide reports as they are in-turn provided to WTG by [society]. Formats for these reports will vary as many different servers are used across the society's email portfolio. Reports for advertisements will be provided, at the earliest, two weeks following the month in which impressions were delivered.

Earned Rate Discount

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

Agency Commission (15%)

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



The Walchli Tauber Group, Inc.

The Walchli Tauber Group, Inc. is a successful publisher's representation firm that specializes in collaborating with medical, nursing, and scientific societies and publishers. WTG has extensive expertise in selling print, digital, convention, and other unique opportunities to advertising agencies, physician and nurse recruiters, pharmaceutical companies and device manufacturers. Our experience and diverse offerings provide a unique benefit to all of our partners.

Partnerships

Our publishing partners include some of the most influential medical and nursing societies and publishers in the world.



Meetings

WTG handles a full portfolio of advertising for the most prestigious medical and nursing conferences, meetings, and symposia.

