



American Association of Neurological Surgeons

Advertising Opportunities

2010 Media Kit

*Journal of Neurosurgery, Journal of Neurosurgery: Pediatrics &
Journal of Neurosurgery: Spine*

Print Advertising

Online Advertising

Online Recruitment Advertising

AANS NEUROSURGEON

Print Advertising

AANS Annual Meeting

Now Paperless!

Additional Opportunities

Market Research

Contact Information

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FOR 2010:

	Space	Ad Material	Inserts
JANUARY	11/9	11/16	12/3
FEBRUARY	12/8	12/14	12/30
MARCH	1/18	1/23	2/2
APRIL	2/15	2/19	3/3
MAY	3/18	3/24	4/2
JUNE	4/19	4/23	5/5
JULY	5/18	5/24	6/3
AUGUST	6/16	6/22	7/1
SEPTEMBER	7/14	7/20	7/30
OCTOBER	8/16	8/23	9/2
NOVEMBER	9/15	9/17	10/1
DECEMBER	10/15	10/22	11/3

Cancellation not permitted after space confirmation date.

Frequency: Monthly

Mailing Date & Class: Periodical class mail/air freight; polywrapped; third week of month prior to issue date





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Frequency	Full Page	1/2 Page (H/V)	1/4 Page
1x	\$2,160	\$1,470	\$1,080
3x	2,000	1,370	995
6x	1,860	1,265	935
12x	1,785	1,255	910
24x	1,720	1,230	870
36x	1,670	1,210	825
48x	1,645	1,185	815
72x	1,620	1,165	805

ADDITIONAL RATES:

Earned Rates: Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full page and fractional pages count as single insertions. Each page of an insert counts as one insertion.

Color: In addition to earned black-and-white rates.

Standard	\$ 675/pg
Matched	\$ 720/pg
Metallic	\$ 975/pg
4-Color	\$1,515/pg
4-Color + PMS	\$2,225/pg
4-Color +Metallic	\$2,540/pg

COVERS & PREMIUMS:

	JNS	JNS:Pediatrics/Spine
Opposite T.O.C. Masthead or 1st Text	N/A	15%
Second Cover	Earned B/W + 50% for all	
Third Cover	Earned B/W + 25% for all	
Fourth Cover	Earned B/W + 50% for all	
Page Following Last Text	Earned B/W + 15% for all	

DETAILS: 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. The agency commission is 15 percent gross on space, color and cover preferred position charges. A cash discount of two percent is applied for contracted 2010 space paid in full prior to January 1, 2010.





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- a. **2-Page Insert:** 3 times earned B/W page rate.
- b. **4-Page Insert:** 5 times earned B/W page rate.
- c. **Business Reply Cards:** earned B/W rate
- d. **Larger Business Reply Cards:** 2 times earned B/W rate
- e. **Larger units, gate-folds, tip-ins, die cuts:** rates upon request.

Special handling charges: (for unusual insert handling, etc.) rates upon request.

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.

Special Advertising Vehicles:

Belly-bands: \$15,000 per month

Specs: <http://www.wt-group.com/wtgRoot/content/specialsales/bbspecs.htm>

Example: <http://www.wt-group.com/wtgroot/images/bellybandimage.jpg>

Journal Marks: \$14,000 per issue, 3 month minimum of same insert, WTG prints

Specs: <http://www.wt-group.com/wtgRoot/content/specialsales/jmspecs.htm>

Example: <http://www.wt-group.com/wtgRoot/content/specialsales/jmark.htm>

Outserts: specs and prices upon request and review of outserts





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AD PAGES SIZES:

Page Size	Measurements
 Spread	15 1/2" x 10"
 Full	7 1/4" x 10"
 1/2 (Hor)	6 5/8" x 4 11/16"
 1/2 (Ver)	3 1/8" x 9 5/8"
 1/4	3 1/8" x 4 11/16"

Final Trim Size: 8 1/8" x 10 7/8". Ads should allow 1/8" trim on all sides; live matter should be kept 1/2" from all sides after final trim. Add 1/8" to final trim size.





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INSERT REQUIREMENTS:

- a. **Size:** 8 3/8" x 11 1/8"
- b. **Trimming:** Inserts must be supplied folded. Inserts should allow 1/8" trim on all sides; live matter should be kept 1/2" from all sides after final trim.
- c. **Stock:** 70 lb. minimum; 100 lb. maximum.
- d. **Quantity:** 11,550
- e. **Send all inserts to:**
Dartmouth Printing Co.
Attn: Lisa George
JNS, JNS: Pediatrics or JNS: Spine
(Issue Date/Quantity)
69 Lyme Road
Hanover, NH 03755

Send all insertion orders, ROB ad materials, publication set copy and color proofs to:

Mary Lorenzen
Walchli-Tauber Group, Inc.
JNS, JNS: Pediatrics or JNS: Spine (Issue Date)
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015

(443) 512-8899 x113
(443) 512-8909 fax
mary.lorenzen@wt-group.com

JNS, JNS: Pediatrics and JNS: Spine are produced digitally and printed direct to plate (DTP). Below is the file format submission information for ads:

- Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.
- Upload a high-res PDF to The Walchli Tauber Group, Inc. **FTP site at <ftp2.wt-group.com> — user: wt group ftp, password: sendfiles.** Find the folder for JNS, JNS: Pediatrics or JNS: Spine and the issue date for your ad, and copy your high-res PDF into that file. Send an email to mary.lorenzen@wt-group.com indicating that materials have been uploaded.
- You also can email the PDF to mary.lorenzen@wt-group.com if the file is less than 10 MB.
- Ads may be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques.
- Art should be at least 300 DPI at the desired print size.
- High resolution PDF files are preferred. Exact finished size with a color proof provided. Publisher cannot be held responsible for problems on press with incorrect PDF files.
- All color should be CMYK.
- Do not send files containing transparencies or embedded RGB images.
- Proofs must be supplied for all ad materials. Without an accurate color proof, the Publisher cannot be held responsible for the outcome of the color.
- Deviation from these standard guidelines may require additional time or cost, and/or sacrifice reproduction predictability.





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Journal of Neurosurgery

↳ Online Advertising

↳ Screen Shot

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SCREEN SHOT:

The screenshot shows the Journal of Neurosurgery website interface. At the top, there is a navigation bar with the JNS logo, 'JNSPGOnline', and links for 'Publish Before Print', 'Free Registration', 'My Account', 'Login', 'Quick Search', and a search box. Below this is a sidebar with various links like 'Home', 'Activate Account', 'Subscriptions', etc. The main content area displays a list of articles for 'December 2008 Volume 109, Number 6'. Each article entry includes a checkbox, a title, author names, and a 'Posted online' date. Some articles are marked as 'Free'. The bottom of the page features a Medtronic advertisement.

Journal of Neurosurgery
December 2008 Volume 109, Number 6

[Email Article](#) | [Add to Favorites](#) | [Track citations](#) | [View abstract](#) | [Download to Citation Manager](#)

Journal of Neurosurgery

- Neurosurgery and industry Presidential address 979**
Jon H. Robertson, M.D.
Posted online on 17 Sep 2008.
[Abstract](#) | [Full Text](#) | [PDF \(10262 KB\)](#)
- Free Vascular neurosurgery since the International Subarachnoid Aneurysm Trial 989**
Roberto C. Heros, M.D.
Posted online on 17 Sep 2008.
Response
Christos M. Tolia, Ph.D., F.R.C.S.(SN), and Matthew Crocker, M.R.C.S.
[Citation](#) | [Full Text](#) | [PDF \(664 KB\)](#)
- Free Vascular neurosurgery following the International Subarachnoid Aneurysm Trial: modern practice reflected by subspecialization Clinical article 992**
Matthew Crocker, M.R.C.S., Robert Corns, M.R.C.S., Timothy Hampton, F.R.C.R., Neil Deasy, F.R.C.R., and Christos M. Tolia, Ph.D., F.R.C.S.(SN)
Posted online on 17 Sep 2008.
[Abstract](#) | [Full Text](#) | [PDF \(979 KB\)](#)
- Free Influence of protein, red blood cell count, and surgical site on shunt performance following aneurysmal subarachnoid hemorrhage 998**
David I. Sandberg, M.D., and Roberto C. Heros, M.D.
Posted online on 17 Sep 2008.
Response
Stylianos K. Rammos, M.D., and Giuseppe Lanzino, M.D.
[Citation](#) | [Full Text](#) | [PDF \(705 KB\)](#)

To stay up-to-date on the spinal industry, visit [PrestigeDisc.com](#)

Medtronic



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Journal of Neurosurgery

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RATES & SPECS:

Placement	Size	Rate per Month
Beneath Masthead, Left	423 x 100	\$2,500
Beneath Masthead, Right	440 x 100	\$2,500
Beneath Index	110 x 330	\$2,500

REACH:

Unique Visitors Average Month	100,000
Average Monthly Page Views	403,593
Average Page Views per Visitor	3.09
Average Time per Views	2:44 minutes

CONTACT:

Greg Pessagno
Walchli-Tauber Group, Inc.
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015

(443) 512-8899 x109
(443) 512-8909 fax
greg.pessagno@wt-group.com



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www.thejns.org



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Journal of Neurosurgery
↳ Online Recruitment Advertising
↳ Material Submission

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Online Submissions of Recruitment Advertising:

<http://thejns.org/page/classified.jsp>

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.



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FOR 2010:

	Insertion Orders	Ad Material
Vol. 19 No. 1 Spring (March)	1/18	2/15
Vol. 19 No. 2 Summer (June)	4/16	5/18
Vol. 19 No. 3 Fall (September)	7/20	8/17
Vol. 19 No. 4 Winter (December)	10/19	11/16

AANS Neurosurgeon (Formerly the AANS Bulletin) is an official publication of the American Association of Neurological Surgeons (AANS). The AANS Neurosurgeon is the primary source of news that affects the practice of neurosurgery, including: practice management, legislation, coding and reimbursement, professional development, education and more. Reader research shows that this high-quality magazine written by neurosurgeons for neurosurgeons is AANS members' preferred information vehicle. AANS members surveyed rated the AANS Neurosurgeon a top member benefit and a leading predictor of overall satisfaction with their membership. Display ads and recruitment ads are dispersed throughout the publication.

Frequency: Four times per year

Editor: William T. Couldwell, MD





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Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,625	\$1,025	\$700
2x	1,520	975	650
4x	1,325	850	600
8x	1,225	780	550
12x	1,100	700	500

ADDITIONAL RATES:

Color: In addition to earned black-and-white rates.

Standard	\$ 600
Matched	\$ 650
Metallic	\$ 850+4-Color charge
4-Color	\$1,400

COVERS & CENTER SPREAD:

POSITION	RATE
<i>Cover 2</i>	50% above B/W earned rate.
<i>Cover 4</i>	50% above B/W earned rate.
<i>Pg facing TOC</i>	25% above B/W earned rate.
<i>Pg facing 1st Text</i>	25% above B/W earned rate.

Recruitment Ads:

Size	1X	2X	4X
1/4 Page	\$560	\$525	\$475

EARNED RATES:

Rates are based on the total units earned during a 12-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

*Special position may be available for an additional fee. Call for information and availability.





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AD PAGES SIZES:

Page Size	Measurements	Bleed
 Spread	15 5/8" x 9 5/8"	17 1/4" x 11 1/4"
 Full	7 1/8" x 9 5/8"	8 3/4" x 11 1/4"
 1/2 (Hor)	7 1/8" x 5"	8 3/4" x 6"
 1/2 (Ver)	3 7/16" x 9 5/8"	4 1/4" x 11 1/4"
 1/4	3 7/16" x 5"	N/A

Final Trim Size: 8 1/2" x 11"

Keep live matter 1/2" from trim.





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INSERT REQUIREMENTS:

Furnished inserts are billed at B/W rate times the number of insert pages.

2-Page Insert: 11 x 8 1/2

(Add 1/2" head trim and 3 1/4" lip.)

4-Page Insert 11 x 17

(Add 1/2" head, face and foot trim.)

**Keep live matter 1/2" from trim. For inserts more than four pages, call for specs.

Printing and Binding Process: Sheet fed. Saddle stitched.

Agent Discount: 15 percent if paid within 30 days.

SUBMISSION INFORMATION:

- Ads must be submitted as a high-resolution PDF with advertiser name and issue date in the filename.
- Upload a high-res PDF to The Walchli Tauber Group, Inc. **FTP site at <ftp2.wt-group.com> — user: wt group ftp, password: sendfiles.** Find the folder for *AANS Neurosurgeon* and the issue date for your ad, and copy your high-res PDF into that file. Send an email to mary.lorenzen@wt-group.com indicating that materials have been uploaded.
- You also can email the PDF to mary.lorenzen@wt-group.com if the file is less than 10 MB.
- Ads may be submitted on CD-ROM. WinZip and Stuffit are the only acceptable compression techniques.

Send all insertion orders, ROB ad materials, publication set copy and color proofs to:

Mary Lorenzen

Walchli-Tauber Group, Inc.

AANS Neurosurgeon (Issue Date)

2225 Old Emmorton Road, Suite 201

Bel Air, MD 21015

(443) 512-8899 x113

(443) 512-8909 fax

mary.lorenzen@wt-group.com





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Beth Ann Rocheleau
Rockwater Inc.

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

The following information must be included:

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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 for information on shipping dates and costs.





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Visit the following URL for information and forms to exhibit at the AANS Annual Meeting in 2010:
<http://www.aans.org/annual/default.asp>

Future Annual Meeting Dates and Locations

Meetings/ City	Location
78th AANS Annual Meeting May 1-5, 2010	Philadelphia, PA
79th AANS Annual Meeting April 9-13, 2011	Denver, CO
80th AANS Annual Meeting April 14-18, 2012	Miami, FL
81st AANS Annual Meeting April 27-May 1, 2013	New Orleans, LA
82nd AANS Annual Meeting April 5-9, 2014	San Francisco, CA





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AANS provides the resource you need to implement marketing plans for clinical, educational or practice management products and services. 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.

For More Information or to Order Contact:

Member Services

American Association of Neurological Surgeons

Dept 77-2370, Chicago, IL 60678-2370

Telephone: (888)566-AANS (2267) or (847)378-0500

Fax: (847)378-0600.

Membership as of December 2008:

Active	2,966
Active Professional	518
Associate	286
Allied	5
Resident/Fellow	1,356
Honorary	19
International	667
International Resident	107
Lifetime	1,661
TOTAL	7,585





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I am currently in patient practice



I practice in the United States

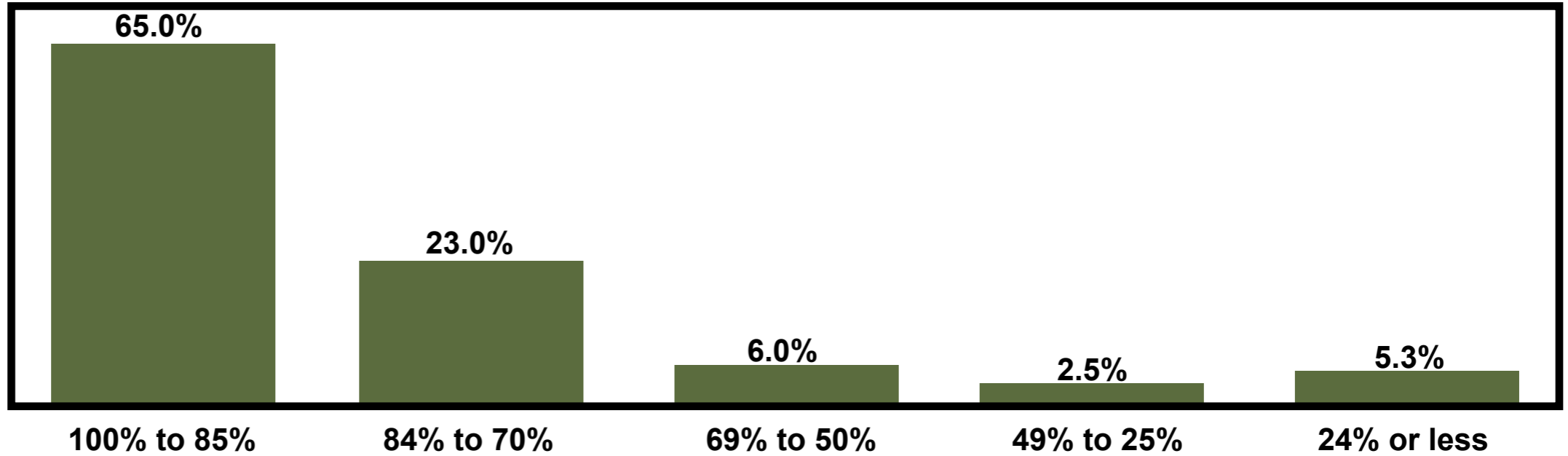




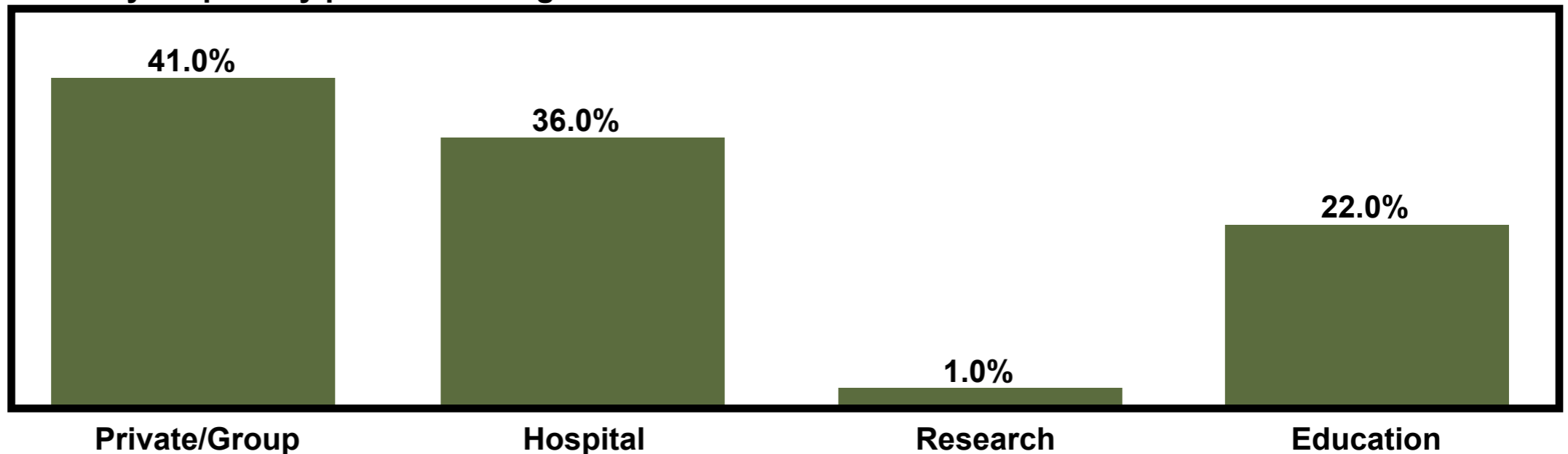
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Percentage of time in patient care?



What is your primary practice setting?





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What percentage of the following publications do you read?

	100% to 75%	74% to 50%	49% to 25%	Less than 25%
Journal of Neurosurgery	34%	28%	25%	12%
Neurosurgery	29%	28%	29%	13%
Journal of Neurosurgery Spine	28%	27%	18%	28%
The Spine Journal	7%	11%	6%	76%
Spine	8%	7%	21%	64%
Journal of Neurosurgery Pediatrics	18%	8%	16%	58%
Child's Nervous System	1%	4%	3%	91%
Congress Quarterly	20%	25%	16%	39%
AANS Neurosurgeon	24%	29%	19%	28%





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How would you rate the following publications for overall content on a scale from 1-5 with 5 being the highest rating.

	1	2	3	4	5
Journal of Neurosurgery	10%	5%	17%	40%	28%
Neurosurgery	9%	5%	14%	38%	34%
Journal of Neurosurgery Spine	3%	13%	23%	42%	19%
The Spine Journal	9%	20%	41%	21%	9%
Spine	8%	14%	33%	28%	17%
Journal of Neurosurgery Pediatrics	9%	17%	38%	25%	10%
Child's Nervous System	16%	26%	39%	6%	13%
Congress Quarterly	9%	24%	30%	23%	13%
AANS Neurosurgeon	6%	20%	37%	22%	15%





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The Journal of Neurosurgery is packaged with the Journal of Neurosurgery: Spine and the Journal of Neurosurgery: Pediatrics. Do you read them all?

	Yes	No
Journal of Neurosurgery	97%	3%
Journal of Neurosurgery Spine	83%	17%
Journal of Neurosurgery Pediatrics	52%	48%

If given the choice, would you prefer to continue to receive the package of all three journals?

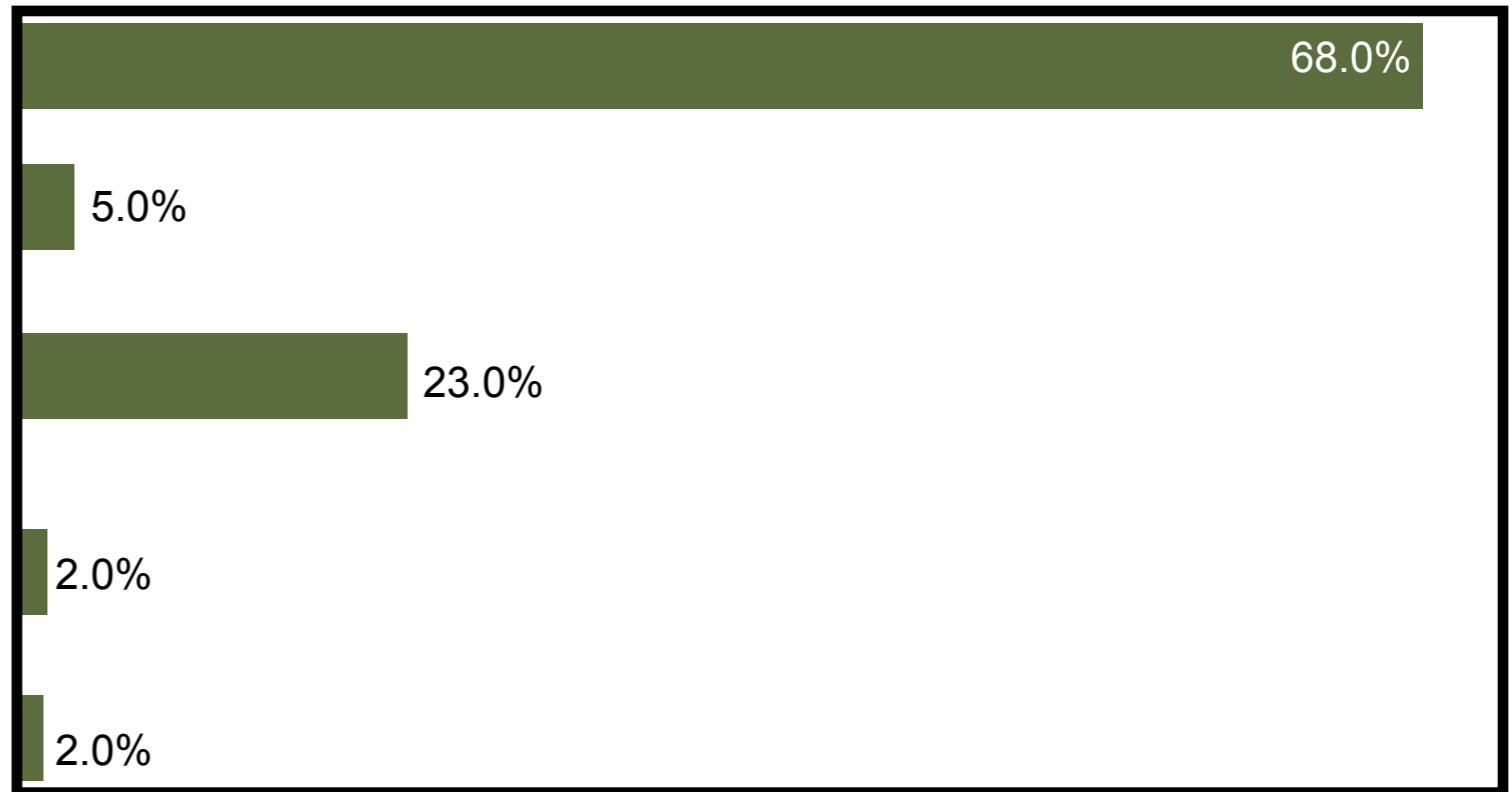
Yes, I prefer to receive all three journals.

No, I'd prefer to receive only the Journal of Neurosurgery.

No, I'd prefer to receive only the Journal of Neurosurgery plus JNS:Spine.

No, I'd prefer to receive only the Journal of Neurosurgery plus JNS:Pediatrics.

No, I would prefer only to receive the print version.





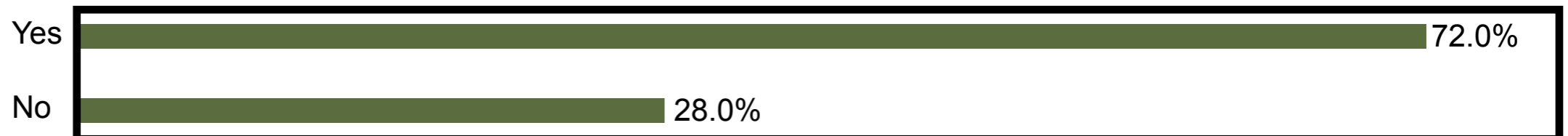
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I am aware that new articles are available on Journal of Neurosurgery site weekly.



I use PubMed or Google to find articles of interest in JNS.



I find it is easier to browse the print version of Journal of Neurosurgery rather than the online version.





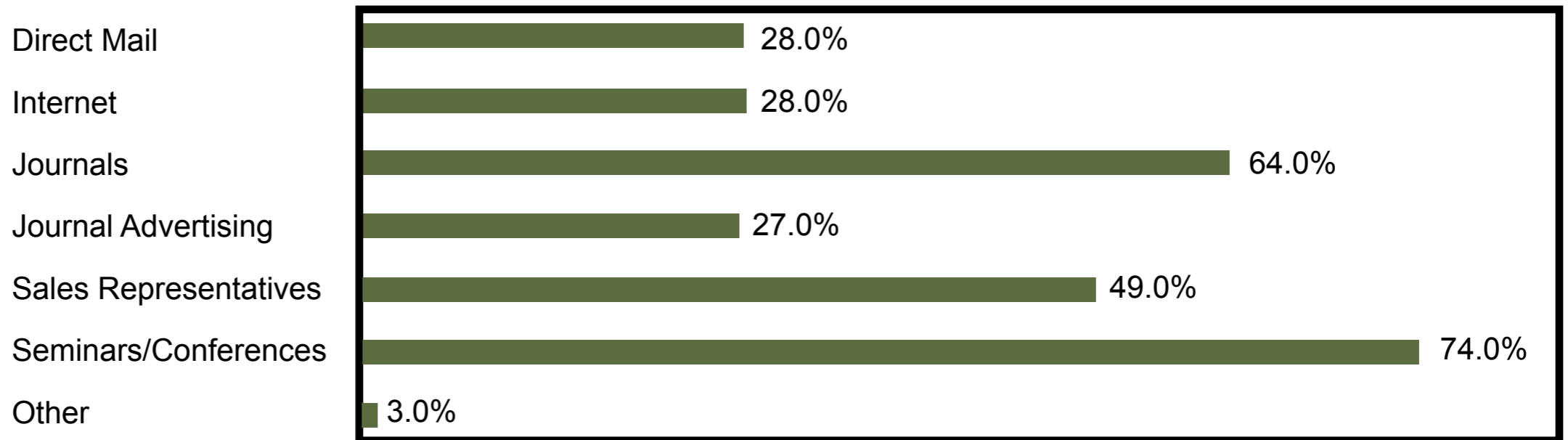
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If you are in clinical practice what percentage of your practice is dedicated to the following areas?

	100% to 85%	84% to 70%	69% to 50%	49% to 25%	Less than 25%
Lumbar spine	2%	8%	20%	48%	23%
Cervical spine	1%	5%	16%	55%	22%
Aneurysm	0%	3%	1%	12%	84%
Surgical tumor removal	2%	6%	8%	41%	42%
Radiosurgery	0%	2%	0%	14%	84%
Epilepsy	1%	2%	6%	8%	83%
Parkinson's	0%	0%	6%	4%	90%
Nerve i.e. carpal tunnel	0%	1%	3%	17%	79%
Pediatric Neurosurgery	8%	2%	2%	13%	75%

What are your primary sources of information for clinical information on new products?





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Do you read ads in:

	Yes	No
Journal of Neurosurgery	73%	27%
Neurosurgery	70%	30%

Have you ever taken action as a result of readings ads such as:

	Yes	No
Calling a toll-free number?	18%	82%
Contacting a company representative?	34%	66%
Searched the internet for more information on a company or product?	61%	39%

I look through the recruitment ads regularly:





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CONTACT INFORMATION

↳ The Walchli-Tauber Group, Inc.

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The Walchli-Tauber Group, Inc.

AANS Publications

2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015

(443) 512-8899

(443) 512-8909 fax

Company Information: We are a publisher's representation firm that was established July 1998. We specialize in partnering with medical societies to maximize their advertising revenue and in working with media buyers and planners in developing effective strategies for achieving promotional campaign goals.

To contact the sales managers of the AANS Publications, *Journal of Neurosurgery*, and *AANS Neurosurgeon* click on their email address under the desired section. To obtain additional information, please visit our website at www.wt-group.com.

Advertising Representative

Greg Pessagno
(443) 512-8899 x109
greg.pessagno@wt-group.com

Advertising Representative

Gary Walchli
(443) 512-8899 x102
gary.walchli@wt-group.com

Advertising Representative

Steve Tauber
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Production Manager

Mary Lorenzen
(443) 512-8899 x113
mary.lorenzen@wt-group.com



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