

NEUROLOGY[®] REVIEWS

2012 Integrated Media Rates

Print Advertising

Rates & Discounts
Insert Information
Cover Tips/ Belly Tips Programs
Front Cover Banners
Issuance & Closing
Editorial
General Information
Circulation
Mechanical Requirements

Online Advertising Programs

Neurologyreviews.com
eTOC
Editors Picks
eNewsletter Programs
eBlast Programs
Out of the Pipeline
Audiocasts/eBlast
Self-Assessment Quiz
Tips for Patients

Custom Media Programs

Professional Editions/
Supplements
Patient Editions
Custom Reprints/ePrints
Microsites
eProduct Theatre
Digital Editions
Mobile Apps
Market Research
Face-to-Face Events
Satellite Symposia

DATA CARD NO. 22 | ISSUED: SEPTEMBER 1, 2011 | EFFECTIVE DATE: JANUARY 1, 2012

PUBLISHER'S STATEMENT

Neurology Reviews[®] is a monthly clinical news publication devoted to reporting the latest research findings presented at national medical conferences and in trend-setting peer-review journals. *Neurology Reviews* covers more than 30 medical conferences annually. With concise news articles and timely department features, *Neurology Reviews* keeps neurologists and high-volume prescribing nonspecialists abreast of the latest news and information affecting the practice of neurology. Reports from conferences, expert interviews, and clinical news articles are major features.



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**Ways you
can save!**

For further information, please
contact:

 **Christine Lucchese**
973-206-8084



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 Christine Lucchese
973-206-8084

PRINT ADVERTISING

RATES & DISCOUNTS

1. Effective Date: January 1, 2012

- **AGENCY COMMISSION:** Fifteen percent of gross billing on space, color, cover, preferred position, and mechanical charges. Withdrawn on accounts not paid within 30 days of invoice date.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.
- **RATE SUBJECT TO CHANGE WITH 90 DAYS' NOTICE:** Contracts accepted with the 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 and Discounts

- **EARNED RATES:** Based on frequency of advertising insertions by individual corporate entities within a 12-month period beginning January 2012 and ending December 2012, or advertiser's fiscal year. The earned rate is determined by the number of insertions. A full page and fractional pages count as single insertions, including BRCs. Each page charged for an insert counts as one insertion. Each demographic or regional page counts as an insertion toward full-run earned rate.

3. Incentive Programs

- **CORPORATE FREQUENCY DISCOUNT PROGRAM:** Use the highest earned frequency from any one Quadrant journal to determine the frequency for all of the Quadrant publications.
- **ROUNDUP PROGRAM:** All Quadrant publications will employ a "roundup" policy in calculating the final earned frequency. For example, 38 units will now automatically qualify for the 48X rate, instead of 36X. (The maximum frequency is 144x; not all journals have the same frequency levels so the roundup level may vary.)
- **CORPORATE DISCOUNT:** Corporate manufacturers and their subsidiaries will receive a discount on advertising purchased from Quadrant in 2012. Full year 2011 NET spend with Quadrant will establish the minimum discount levels for all advertising purchased in 2012. All manufacturer promotional spend will be credited towards the corporate level, including, electronic and print advertising, reprints, and programs (non-CME). Discounts will be applied to print and online electronic advertising only purchased in Quadrant professional publications and their respective websites. The Quadrant Corporate Discount is applied to the adjusted net cost after all other earned discounts have been applied. Spend levels and associated discounts are:

Net Spending	\$150K	\$250K	\$500K	\$750K	\$1.0M	\$1.5M	\$2.0M
Earned 2012 Discount	1.0%	2.0%	3.0%	4.0%	5.0%	7.0%	9.0%

- **NEUROSCIENCE COMBINATION:** Advertise the same product in the same month in both *Neurology Reviews*® and *Current Psychiatry*®, and receive a 5% discount off the earned rate in both publications (B&W and color). The ad unit does not need to be the same size or indication. The discount will apply to matching pages only (page for page).
- **CONTINUITY PROGRAM:** Buy 5 ads, get the 6th at half price; OR buy 11 ads, get the 12th ad FREE*, OR, for either option, take 8.3% off each paid insertion (B&W and color). Continuity program applies to calendar year January 2012 through December 2012 or advertiser's fiscal year.
- **LAUNCH PROGRAM:** (Applies to new products, indications, and formulations for existing products.) Advertise in 3 consecutive months and earn a 50% discount on the ad unit insertion in the 4th month (same size or smaller). Prelaunch ad units do not apply. The launch program does supersede the Continuity Program.

*Clients must supply material for free insertions. Free pages count toward earned frequency. Free pages do not count toward the corporate discount.

- **QUADRANT REWARDS PROGRAM PROMOTION PLUS:** Use *Neurology Reviews* to promote your brand to capture exposure and increase audience penetration across integrated multimedia channels. Use our Quadrant Rewards Program to gain cost-efficient outreach; combined frequency across multiple Quadrant brands; and increased savings with all promotion counting towards corporate incentive discounts.

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PROMOTION PLUS SAVINGS:

Print	+	Online		=	10% off Online
Print	+	Custom Media		=	10% off Custom
Online	+	Custom Media		=	10% off Online and 10% off Custom Media
Print	+	Online	+	Custom Media	= 15% off Online and 15% off Custom Media

ORDER OF DISCOUNTS (AS APPLICABLE): 1) Corporate earned frequency/Roundup; 2) Journal combination discount; 3) Journal continuity program; 4) Corporate discount; 5) Agency discount (print only). 6) Rewards program discounts (if applicable).

QUADRANT PREPAYMENT PLAN: Quadrant HealthCom Inc. offers an optional prepayment program. Contact your Account Manager for additional details.

4. Classified Ads

See classified rate card or contact Julian Knight, Marketplace Sales Account Manager, at 973-206-2317 or julian.knight@qhc.com.

5. Reprints

Reprints of articles are available.
Contact Dina Conway,
Sr. Account Manager, Content Ed Net
24 W. Saddle River Road
Waldwick, NJ 07473
914-319-1853
Dina.conway@contentednet.com

6. Run-of-Book Rates


BLACK-AND-WHITE RATES							
Frequency	King size page	King 3/4 page	King 1/2 page	Jr page	Jr 2/3 page	Jr 1/2 page	Jr 1/3 page
1X	\$4,770	\$4,255	\$3,085	\$3,225	\$2,475	\$2,230	\$1,795
6X	4,540	4,040	2,920	3,070	2,340	2,100	1,715
12X	4,520	4,025	2,910	3,055	2,330	2,095	1,710
18X	4,470	3,980	2,880	3,020	2,310	2,070	1,690
24X	4,390	3,915	2,830	2,965	2,275	2,035	1,660
36X	4,315	3,855	2,785	2,915	2,235	2,005	1,635
48X	4,205	3,750	2,710	2,840	2,180	1,955	1,595
60X	4,135	3,690	2,670	2,795	2,145	1,915	1,570
72X	4,030	3,595	2,600	2,720	2,090	1,865	1,525
96X	3,970	3,545	2,565	2,685	2,055	1,835	1,505
120X	3,945	3,525	2,545	2,670	2,045	1,825	1,480
144X	3,855	3,435	2,485	2,605	1,995	1,780	1,455

7. Color Rates

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

8. Bleed: No charge.

For further information, please contact:

 **Christine Lucchese**
973-206-8084

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9. Insert Rates

I. King size:

FREQUENCY	2 page insert	4 page insert	6 page insert	8 page insert	10 page insert
1X	NA	NA	NA	NA	NA
6X	\$10,030	\$19,110	\$28,190	NA	NA
12X	9,990	19,030	28,070	\$37,110	\$46,150
18X	9,890	18,830	27,770	36,710	45,650
24X	9,730	18,510	27,290	36,070	44,850
36X	9,580	18,210	26,840	35,470	44,100
48X	9,360	17,770	26,180	34,590	43,000
60X	9,220	17,490	25,760	34,030	42,300
72X	9,010	17,070	25,130	33,190	41,250
96X	8,890	16,830	24,770	32,710	40,650
120X	8,840	16,730	24,620	32,510	40,400
144X	8,660	16,370	24,080	31,790	39,500

II. A-size:

FREQUENCY	2 pg island insert	4 pg island insert	6 pg island insert	8 pg island insert	10 pg island insert
1X	NA	NA	NA	NA	NA
6X	\$7,090	\$13,230	\$19,370	NA	NA
12X	7,060	13,170	19,280	\$25,390	\$31,500
18X	6,990	13,030	19,070	25,110	31,150
24X	6,880	12,810	18,740	24,670	30,600
36X	6,780	12,610	18,440	24,270	30,100
48X	6,630	12,310	17,990	23,670	29,350
60X	6,540	12,130	17,720	23,310	28,900
72X	6,390	11,830	17,270	22,710	28,150
96X	6,320	11,690	17,060	22,430	27,800
120X	6,290	11,630	16,970	22,310	27,650
144X	6,160	11,370	16,580	21,790	27,000

III. King Conversion: *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 cost.

FREQUENCY	4 King pages	6 King pages	8 King pages	10 King pages
1X	NA	NA	NA	NA
6X	\$18,160	\$27,240	NA	NA
12X	18,080	27,120	\$36,160	\$45,200
18X	17,880	26,820	35,760	44,700
24X	17,560	26,340	35,120	43,900
36X	17,260	25,890	34,520	43,150
48X	16,820	25,230	33,640	42,050
60X	16,540	24,810	33,080	41,350
72X	16,120	24,180	32,240	40,300
96X	15,880	23,820	31,760	39,700
120X	15,780	23,670	31,560	39,450
144X	15,420	23,130	30,840	38,550

10. Split Run

- 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.

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11. Covers, Positions

Sold annually on a contract basis to individual advertisers. Space premiums are charged on the black-and-white earned rate (color charges are then added). Cancellation of preferred positions must be received in writing 60 days in advance to avoid penalty.

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
Opposite Self Assessment Quiz	B&W earned rate plus 10%, plus color charges
Opposite Patient Tips	B&W earned rate plus 10%, plus color charges
1st Insert	Earned insert rate plus 10%

INSERT INFORMATION

12. Availability and Acceptance

- **AVAILABILITY:** All inserts are subject to publisher’s approval. Sample must be provided for review.
- **ACCEPTANCE:** Full-size stock samples must be submitted for approval prior to publication.
- **SPECIAL INSERT FEATURES:** Gatefolds, shortcuts, and other nonstandard features (eg, paper stock weight over maximum micrometer reading) are subject to publisher’s approval and may incur an additional charge.
- **CHARGES:** See rates #9.

13. BRCs

Accepted if they accompany a full-page ad and must meet postal regulations.

- **CHARGE:** \$4,175

14. Standard 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.

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 your Account Manager.

15. 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.

16. Insert Quantity: 21,400 inserts per issue (includes spoilage)

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 **Christine Lucchese**
973-206-8084

17. Shipping

Inserts should be clearly marked with publication name, issue date, and quantity.

SHIP TO: *Neurology Reviews** (issue date and quantity)

c/o RR Donnelley & Sons, Inc.
1600 North Main Street
Pontiac, IL 61764

SHIP TO: Steve Sullivan

Phone: 815- 844-1831; Fax: 815-844-1326
steven.m.sullivan@rrd.com

COVER TIPS/BELLY TIPS PROGRAMS

18. This is a great cost-effective way to get your message to an engaged audience of 20,000 neurologists and neurology subspecialists with the brand they trust most. Count on prime exposure when you use a cover tip for:

- A new product launch
- A coming soon ad
- An upcoming event

COVER TIP →

BELLY TIP →



Cover Tip Rates

Specifications	Description	Total Net Cost
Size: 10.375" x 10.125" Printed on 80# stock No UV coating	2-page / Single-leaf (4/4C) - client provided*	\$18,450
	2-page / Single-leaf (4/4C) - NR provided*	22,550
	4-page / Double-leaf (4C) - client provided*	25,625
	4-page / Double-leaf (4C) - NR provided*	28,700

Belly Tip Rates

Specifications	Description	Total Net Cost
Size: 10.375" x 6" Printed on 80# stock No UV coating	2-page / Single-leaf (4/4C) - client provided	\$17,425
	2-page / Single-leaf (4/4C) - NR provided	19,990
	4-page / Double-leaf (4C)	Consult Account Manager

*Must include *Neurology Reviews* logo and monthly issue information.

FRONT COVER BANNERS

19. Flat Rate: \$4,100 (net cost)

- Specifications: 11¹/₈ x 3³/₄

ISSUANCE & CLOSING

20. First Issue: January 1993

21. Frequency: Monthly

22. Issue Date: Month of issuance

23. Mailing Date and Class: 10th day of month. Periodicals class.

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24. Closing Dates (subject to change):

	SPACE	MATERIAL	
Issue	Reservation	Due	Inserts due
January	12/5/2011	12/9/2011	12/12/2011
February	1/5/2012	1/9/2012	1/13/2012
March	2/3/2012	2/10/2012	2/13/2012
April	3/5/2012	3/12/2012	3/16/2012
May	4/5/2012	4/9/2012	4/13/2012
June	5/4/2012	5/11/2012	5/16/2012
July	6/4/2012	6/11/2012	6/15/2012
August	7/6/2012	7/11/2012	7/16/2012
September	8/6/2012	8/10/2012	8/15/2012
October	9/7/2012	9/12/2012	9/14/2012
November	10/5/2012	10/11/2012	10/15/2012
December	11/5/2012	11/9/2012	11/16/2012

EDITORIAL

25. 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.

26. Average Issue Information (2010-2011)

- Average number of feature articles per issue: 12-14, including 4 to 5 departments
- Average article length: 800 words
- Editorial departments: News Roundup, Self-Assessment Quiz, Literature Monitor, Conference News Update, and Tips for Patients.

27. Origin of Editorial

- **STAFF WRITTEN:** 90%
- **SOLICITED:** 5%
- **SUBMITTED:** 5%
- **ARTICLES OR ABSTRACTS FROM MEETINGS OR OTHER PUBLICATIONS:** 75%
- **PEER REVIEW:** All reports from meetings are sent to presenters for their review.

GENERAL INFORMATION

28. Requirements for Advertising Acceptance

Professional and nonprofessional products or services are subject to Editorial Board and Publisher approval and are accepted provided they are in harmony with the policy of service to the medical profession. 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 other Standard Terms and Conditions of our Rate Card (click the link for details). Advertisements that resemble editorial material or the publication's editorial format will carry the word "advertisement" in at least 10-point type at the top or bottom. Run-of-book cancellations are accepted in writing up to the official date for space without penalty. Penalty is applied in all other situations and is assessed as administrative and production charges incurred by the publisher.

http://www.qhcrates.com/pdf/2012_Terms_Conditions.pdf

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29. Editorial Research:

Ongoing research includes surveys, interviews at conferences, and Editorial Advisory Board research.

30. Ad Format and Placement Policy

- Between articles? Yes
- Welled? No
- Stacked? No
- Within articles? Yes
- Are ads rotated? Yes

31. Ad/Edit Information: 45/55

32. Advertiser Services

2012 BONUS DISTRIBUTION:

- American Academy of Neurology (AAN) Annual Meeting, New Orleans, April 21-28, 2012 (March & April Issues)
- American Academy of Clinical Psychiatrists, Chicago, March 29-31, 2012 (March Issue)
- Consortium of Multiple Sclerosis Centers, San Diego, May 30-June 2, 2012 (May Issue)
- Pain Week, Las Vegas, September 5-8, 2012 (August Issue)
- North American Neuromodulation Society, Las Vegas, December, 2012 (November Issue)

CIRCULATION

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


34. Demographic Selection Criteria

- **AGE:** Not applicable
- **PRESCRIBING:** See above
- **CIRCULATION DISTRIBUTION:** 100% Controlled
- **FOR SUBSCRIPTION RATES:** contact 800-480-4851

35. Circulation Verification:

- Audit: BPA
- Mailing list availability:
 Michael Constantino
 Senior Account Manager
 Infogroup | Edith Roman-ePostDirect
 845-731-2748 800-223-2194 ext 748 fax: 845-620-9035
michael.constantino@infogroup.com

For further information, please contact:

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 973-206-8084

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36. Coverage

- Have any specialties been combined in the grid below? Yes-Family Medicine and Family Practice
- Date and source of breakdown: July 2011 Issue.

2012 CIRCULATION ANALYSIS						
Major Professional Activity for the United States and Possessions						
Primary Specialty	Total Qualified	Patient Care				Other Professional Activity
		Office-Based Practice	Hospital-Based		Osteopathic Physician	
			Interns and/or Residents	Full-Time Hospital-Based		
Child Neurology	1,273	750	197	239	32	55
Family Practice/Medicine	2,556	2,080	-	36	418	22
Internal Medicine	1,911	1,688	-	71	116	36
Neurology	14,141	10,014	1,422	1,531	714	460
Total qualified circulation	19,881	14,532	1,619	1,877	1,280	573

MECHANICAL REQUIREMENTS

37. Ad Sizes and Bleed Sizes

- **PUBLICATION TRIM SIZE:** 10-7/8" × 13-1/2"
- **HOLD LIVE MATTER:** 5/8" from all trim-size edges

	NON-BLEED AD SIZES	
	Width	Depth
King page	10 ¼"	12 ¾"
King spread	21"	12 ¾"
King 3/4 page	7"	12 ¾"
King 3/4 page spread	15 1/8"	9 7/8"
King 1/2 page	5"	12 ¾"
Jr page (A-size)	7"	9 ¾"
Jr page spread	15"	9 ¾"
Jr 2/3 page	4 7/8"	9 ¾"
Jr 1/2 page	3 ½"	9 ¾"
Jr 1/3 page	2 3/8"	9 ¾"

	BLEED SIZES	
	Width	Depth
King page	11 1/8"	13 ¾"
King spread	22"	13 ¾"
King 3/4 page spread	15 ¾"	10 ½"
Jr A-size page	8"	10 ½"
Jr A-size spread	15 ¾"	10 ½"

38. Paper Stock

- **INSIDE PAGES:** 45# coated
- **COVERS:** 60# coated

39. Type of Binding: saddle-stitched

40. Half-Tone Screen Recommendations

- **COVERS:** 150 line
- **INSIDE:** 133 line
- **4-COLOR:** 133 line
- **DENSITY OF TONE:** 4-color cover 320%, 4-color inside 300%, 2-color inside 180%

41. Reproduction Requirements

- Follow Specifications for Web Offset Publication (S.W.O.P.) guidelines
- 133-line screen recommended. Maximum density 280%. Body and cover printed heat-set web offset.

Print Advertising

- Rates & Discounts
- Insert Information
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- Circulation
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Online Advertising Programs

- Neurologyreviews.com
- eTOC
- Editors Picks
- eNewsletter Programs
- eBlast Programs
- Out of the Pipeline
- Audiocasts/eBlast
- Self-Assessment Quiz
- Tips for Patients

Custom Media Programs

- Professional Editions/
Supplements
- Patient Editions
- Custom Reprints/ePrints
- Microsites
- eProduct Theatre
- Digital Editions
- Mobile Apps
- Market Research
- Face-to-Face Events
- Satelite Symposia

42. Materials Accepted:

PDF x1a and PDF. Digital contract color proof required.

Send reproduction materials to:
Neurology Reviews[®]
 Quadrant HealthCom Inc.
 7 Century Drive, Suite 302
 Parsippany, NJ 07054-4609
 Attn: Jaime Serra
 Tel: 973-206-8011 Fax: 973-206-9535
 E-mail: jaime.serra@qhc.com

43. Materials Policy:

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

ONLINE ADVERTISING PROGRAMS


Create an online advertising campaign that reaches an actively engaged neurology audience through one or all *Neurology Reviews*[®] online opportunities. Whether it is an ad on our website where your message will be seen by thousands of users looking for relevant content, or an awareness message in our eTOC that is pushed out to a targeted audience of neurologists and primary care physicians, we have an engaged audience perfect for your campaign.

GOOGLE ANALYTICS- JUNE 2011	
Pageviews	6,821
Visits	2,140
Unique Visitors	1,640
Page/visit	3.19
Avg. Time on Site	2:41

Overall online features:

- Supports Rich Media
- Full-service reporting features
- Ads served by DoubleClick
- Capability to deploy multiple ads in a single campaign keeps advertising fresh
- Embedded links to client site
- Increased weighting is available, ask your Account Manager
- Specifications conform to the Interactive Advertising Bureau's (IAB) advertising standards and guidelines.
- Geo Targeting is available upon request

For further information, please contact:

 **Christine Lucchese**
973-206-8084

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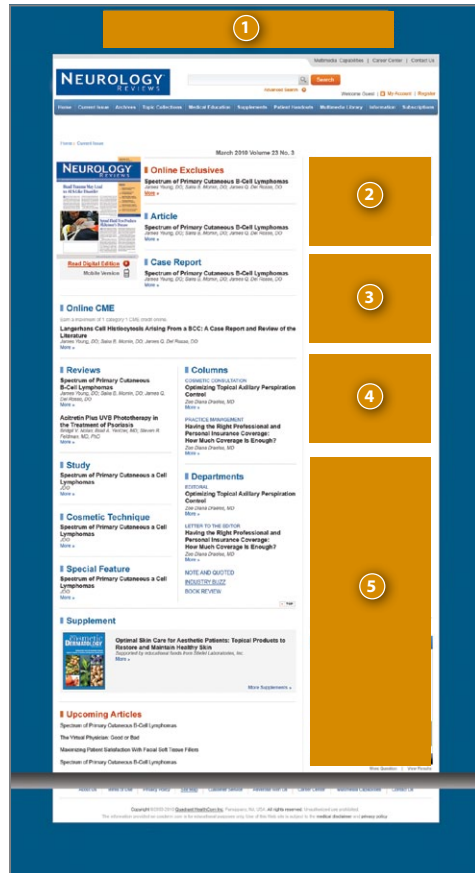
Custom Media Programs

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NEUROLOGYREVIEWS.COM

NeurologyReviews.com features content from the monthly print journal and web exclusives served to an engaged audience of physicians in various multimedia formats. We also provide important educational content for physicians that comes from our various partners, sponsors, and grantors. Leverage the credibility of *Neurology Reviews* to help promote your brand.

Positions



- Accepted File Types: .jpg, .gif, .swf (FLASH), Iframe, Third Party Tags
- All rich media banners allow for scrolling PI
- All expandable banners should be click-activated


Flash Specs

- Frame Rate: less than 18 frames per second
- Max Banner File Size: 50k
- Max Looping/Animation:
 - Max 15 seconds including flashing icons/buttons
 - After 15 seconds additional animation must be user-initiated
- Max Flash Weight: 50k
- Max Gif Weight: 50k
- For all .swf ads: a backup .gif or .jpg ad must be provided

Rates

Banner	Pixel Size	Banner #	Flat Rate (100% SOV)	Max panel Expansion/Direction
Top Leaderboard	728 x 90	1	\$1,050	728 x 180/Down
Top Large Rectangle	300 x 250	2	\$1,015	600 x 250/Left
Middle Large Rectangle	300 x 250	3	\$ 980	600 x 250/Left
Bottom Large Rectangle	300 x 250	4	\$ 945	600 x 250/Left
Skyscraper	120 x 600 160 x 600 or 300 X 600	5	\$ 910	600 x 250/Left

For further information, please contact:

 **Christine Lucchese**
973-206-8084

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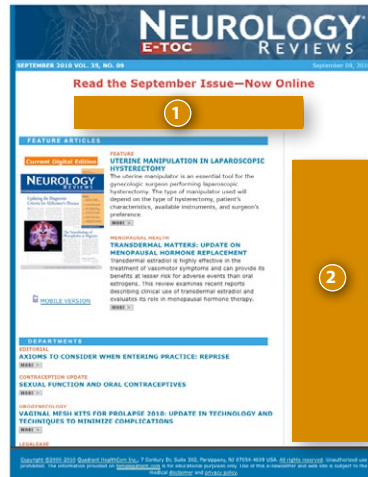
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eTOC NEWSBLAST

This monthly email blast to approximately 19,000 neurologists and other neurology and pain clinicians puts your message in front of a targeted audience that is eager to receive relevant information from a brand they trust. Delivered directly to their email address, your promotional message is seen within an editorial environment that helps drive traffic to your brand.

Positions



WAYS YOU CAN SAVE
COMBINE PRINT + ONLINE
+ CUSTOM MEDIA *and* SAVE
15% OFF ONLINE *and* 15%
OFF CUSTOM MEDIA

- Pushed email with open rates up to 18%
- Average open rate is 13%
- Position exclusivity

Rates

Position	Banner Name	Pixel dimensions	Max. file size	Cost
1	Top Leaderboard	728 x 90	50KB	\$ 1,450
2	Skyscraper	120 x 600 or 160 x 600	50KB	\$ 1,250
BOTH	Exclusive	Both	50KB	\$ 3,100

Accepted File Types: .jpg, .gif, .png, .bmp

EDITOR'S PICKS


- Like our eToc this email blast to approximately 19,000 neurologists and other pain clinicians puts your message in front of a targeted audience. The Editor's Picks is a monthly e-Newsletter that provides our readers with teasers from the editor's hand-picked favorite news articles from that month!

Rates

Position	Banner Name	Pixel dimensions	Max. file size	Cost
1	Top Leaderboard	728 x 90	50KB	\$1,450
2	Skyscraper	120 x 600 or 160 x 600	50KB	\$1,250
BOTH	Exclusive	Both	50KB	\$3,100

Accepted File Types: .jpg, .gif (static and rotating), .png, .bmp

For further information, please contact:

 **Christine Lucchese**
973-206-8084

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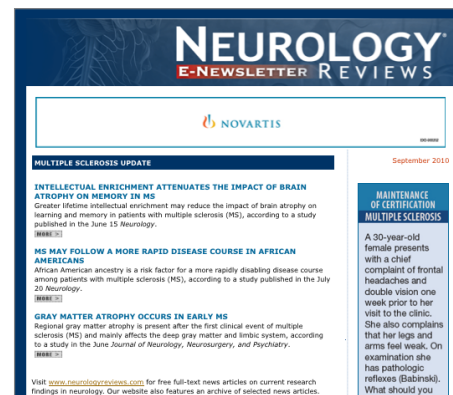
eNEWSLETTER PROGRAMS

Neurology Reviews will cover selected editorial, specific to your disease focus for the eNewsletter. The editorial is exclusive articles, covering major medical meetings or other news-related events. Deliver your message within content that is focused on your specific therapeutic area. Articles are chosen by editors for relevancy in chosen therapeutic area.

Delivered monthly to 19,000+ neurology, child neurology, primary care, and other neurology and pain specialists. Neurology Reviews eNewsletters are projected to have an open rate of 14% or more!

Audience	List size	Cost
Neurologist	19,000+	\$3,000
Psychiatrist	23,000+	\$4,000
Both	42,000+	\$5,000

Accepted File Types: .jpg, .gif (static and rotating), .png, .bmp



eBLAST PROGRAMS

Quickly deliver timely, highly relevant review of key product information to an audience. Designed for launch programs and timed to release with the approval of new compounds, formulations, and/or indications. Utilize our email list to send information about your brand or marketing initiative, on conference updates, formulary information, new product launch, etc.

Link your message directly to your product website or other landing page for further information.

Sponsorship includes complete traffic report including open and click-through rates.

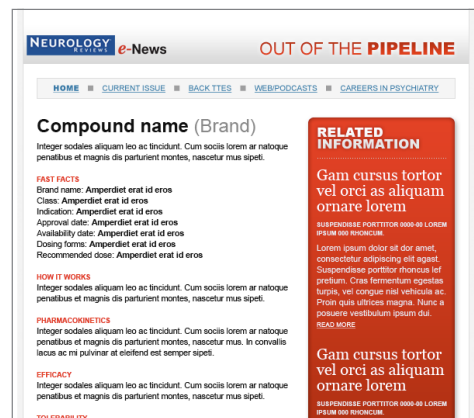
RATE: Contact Account Manager

OUT OF THE PIPELINE

Designed for launch programs—timed to release with the approval of new compounds, formulations, and indications.

- Quickly deliver timely, highly relevant review of key product information to an engaged, validated opt-in audience
- Links directly to your product website or other landing page for further information
- Includes working with our editorial team to ensure inclusion of product's most significant points
- Audiocast interview with KOL is available and will be hosted on the Neurology Reviews website
- Sponsorship includes complete traffic report, including open and click-through rates

RATE: \$7,500 **AUDIENCE:** 19,000



For further information, please contact:

Christine Lucchese
973-206-8084

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- Satellite Symposia

For further information, please contact:

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973-206-8084

20TH ANNIVERSARY AUDIOCAST PACKAGE / e-BLAST

Neurology Reviews turns 20 in 2012 and we are commemorating that milestone with a series of 3 to 7 minute audiocasts with subspecialists who will look back on the past two decades of clinical advancements and speculate on what the future may bring to their subspecialty.

Sponsorship includes:

- A 728 x 90 leaderboard that will appear for the duration of the audiocast
- Exclusive promotion in the 20th Anniversary audiocast eBlast, which highlights the program and pushes traffic to the audiocast landing page
- eBlast is sent to 19,000+ neurologists
- eBlast sponsorship includes a 728 x 90 leaderboard and a 160 x 600 skyscraper
- Ad appears on all audiocasts, current and archived, for that given month
- Rich media is accepted

RATE: \$5,500 (per month)

SELF-ASSESSMENT QUIZ

Each month, *Neurology Reviews* provides 10 Self-Assessment Questions and Answers on a specific therapeutic condition (ie, Alzheimer's disease, Chronic Pain, Epilepsy, Multiple Sclerosis, etc.) to assist neurologists in preparing for the American Board of Psychiatry & Neurology (ABPN) board exam. The monthly Q&A sets are written by a neurologist, who is a subspecialist in the topic. The Q&A covers NEW knowledge and/or current best practices in ABPN's competency areas (ie, medical knowledge-guidelines, pathophysiology, epidemiology, diagnostic criteria, patient care, etc).

Monthly Self-Assessment Quiz section includes:

- 10 Self-Assessment, physician-authored questions and answers (fully referenced) focused on one therapeutic category/condition each month
- Sponsorship includes Corporate or Product logo at top of page
- Web link noted at beginning of the article encourages readers to go online to *Neurology Reviews'* website to take quiz online, and select other online self-assessment Q&A
- Product/corporate Web banner ad placed on all pages of sponsored online section—lifetime

RATE: \$3,400/month

TIPS FOR PATIENTS

- *Tips for Patients* is a monthly section that focuses on a different neurological condition each month, providing relevant and useful patient information through a brand they trust and respect
- Available to download as a convenient printout to distribute to physician's patients
- Sponsorship includes Corporate or Product logo at top of page, print and online (lifetime)

RATE: \$3,250/month



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CUSTOM MEDIA PROGRAMS

PROFESSIONAL EDITIONS/SUPPLEMENTS

Custom professional editions are effective and proven vehicles that help you educate your key targets with information on pertinent treatments and/or conditions or a therapeutic category of your choice. These vehicles can take several forms, depending on the length and complexity of your message via bulletins (4 pages), gatefolds (6-8 pages), newsletters (8-12 pages), spotlights (16-20 pages) or supplements (24 pages or more) and are available on a custom basis.

These vehicles can also be featured online as PDFs for download purposes or as digital editions. These digital editions allow for webcasts, audiocasts, response forms and other interactive elements, in order to enhance learning or drive response.

Distribution can be extended to other key health care professionals through the comprehensive market access available via Quadrant's well-established and well-regarded brands.

COST: Contact Publisher

PATIENT EDITIONS

- A-size, 16-24 page magazine
- Rep-delivered or mailed directly to physicians' office for waiting room
- Helps patients understand disease-state and treatment regimens
- Provides useful information to improve quality of life
- BRC included for ROI data



COST: Contact Publisher

CUSTOM REPRINTS / ePRINTS

Reprints are a basic necessity for medical meetings, conferences, and exhibit booths. They are a valuable tool for Direct Mail, Press Kits, Sales Force Education, Sales Calls, Leave Behinds, New Product Launches, Formulary Kits, and much more. Reprints/ePrints are a welcome educational service to physicians, nurses, pharmacists, and other healthcare providers. Reprints/ePrints helps your sales force speak to clinicians with knowledge and relevance.

We can also recommend related articles to create a comprehensive review package for your customers.

For further information contact:

Dina A. Conway
Senior Account Manager
Tel: 914-319-1853
Email: dina.conway@contentednet.com

For further information, please contact:

Christine Lucchese
973-206-8084

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973-206-8084

MICROSITES

Custom created websites focused on a key therapeutic area to highlight your product's value to your target audience...

Neurology Reviews will design, develop, and construct an interactive portal "Microsite" to be hosted on the *Neurology Reviews* website. The Microsite will be exclusive to your company/brand for 12 months with the option to renew. The site will be devoted to your therapeutic area with a customized title and URL. Constructed with state-of-the-art functionality and navigation, including a mobile version, the site will be accessible through multiple platforms. Content can include previously approved information and/or new peer-reviewed content that goes through your MLR. It offers you an opportunity to repurpose and redistribute existing assets through the *Neurology Reviews* brand and benefit from our extensive promotion and PR activities, whether online, electronic, and/or in print to build awareness and traffic.

The site can host videos, webcasts, digital editions, and more, all customized to meet your objectives and reach your target audience. A database of visitors, including traffic reports, metrics, evaluation, and ROI is available.

COST: Contact Account Manager

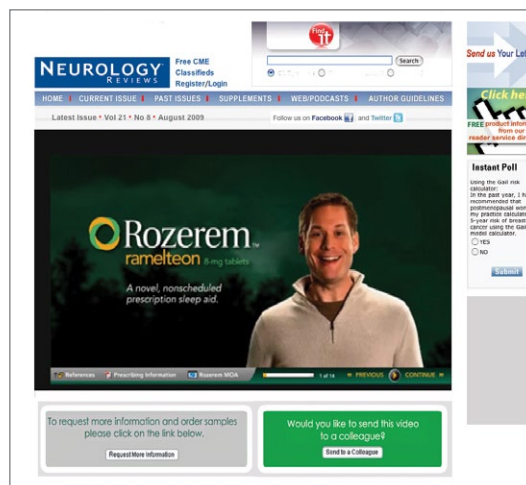
ePRODUCT THEATRE

Cost-effectively market an e-detail video on our website, where you will attract attention and exposure for your product. Benefits include:

- Creation of a custom web page to host your supplied 3-5 minute product video/presentation*
- Click-through for physicians to request more information and/or samples
- Complete promotional campaign to build awareness and exposure for your product with our audience:
 - **RUN-OF-SITE BANNER ADS** directing users to your product page
 - **eTOC BANNER AD** directing users to your product page
 - **eINVITES** to our mailing list (19,000), directing users to your product page
 - **4/C A-SIZE PRINT AD** in *Neurology Reviews*® to drive traffic
 - **OPTIONAL INCENTIVES** to increase performance

* Page will be clearly labeled as sponsored industry information that has not been peer-reviewed by our Editorial Board.

ONE COST-EFFECTIVE FLAT RATE/ANNUAL: \$13,500 + monthly maintenance fee.



DIGITAL EDITIONS

Sponsoring a custom digital edition provides another effective platform to distribute your educational content with or without advertisements and include these benefits:

- The portability of the digital edition gives your target audience access to their digital editions on their computer;
- Digital editions allow readers to easily share content with colleagues and create electronic libraries of content they want to "clip and save" giving longevity and repeat exposure to editorial content and advertisements;

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- Readers can engage with ads and content that link directly to your specified web site and/or a specific e-mail address;
- Readers can search current and previous archived issues for content of interest and be exposed again to your ad or educational content.

This sponsorship opportunity increases your exposure and enhancements to your ads engage readers through interactive elements such as the following:

- Banner advertising inside or outside the digital edition viewer
- Embed links within your ad to make ads come alive and allow readers to interactive with your ad using videos, flash animation or audio clips
- Premium advertising also available on Page 0 (page facing front cover) and 5th cover (page facing 4th cover)
- Promotion opportunities to mention your product/service is available through News Ticker/ Custom Ad Feeds
- Custom forms can also be created within your ad to generate leads and allow readers to submit their contact information directly for additional information.

Contact your Account Manager for availability and pricing options.

MOBILE APPS

A Mobile App is an effective way to get your message in front of the right audience at the time they are most engaged. Your ad will be given prime exposure when served to neurologists as they perform relevant vertical key word searches right from their mobile phone.

Our neurology audience is interested in the relevant content. *Neurology Reviews* provides specific information pertaining to all neurological conditions. Your brand will enjoy great exposure through access to the information and key word searches surrounding *Neurology Reviews* events and educational activities on our new mobile app. Please consult your Account Manager for details.




MARKET RESEARCH

When you need to gather information and intelligence quickly, let us send your query or custom survey to our opt-in audience of neurologists under the *Neurology Reviews* name. Whether it is a therapeutic category you need more information on or just want to know how our targeted audience perceives your product, you can be sure that you will get a high response rate and answers to your query or survey promptly.

RATE: \$5,000 **GUARANTEED SURVEY COMPLETIONS:** 100+

For further information, please contact:

 **Christine Lucchese**
973-206-8084

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FACE-TO-FACE EVENTS

Quadrant HealthCom, Inc., the publisher of *Neurology Reviews*, produces live CME events that provide an intimate environment for participating exhibitors and sponsors to engage their target audience face-to-face.

Participation at a live event produced by Quadrant HealthCom will enable you to:

- Cultivate and enhance relationships with hard-to-reach “no see” physicians and clinicians
- Generate qualified leads through face-to-face contact with practicing physicians and clinicians
- Participate in a forum from which to cost-effectively produce and distribute print and online enduring materials to the wider audience of our peer-reviewed journals and journal websites
- Enjoy a higher ROI for your marketing dollar — much more so than at larger association events

Live CME Events produced by Quadrant HealthCom Inc.

- Minimally Invasive Surgery Symposium (MISS) February 20-25, 2012, Salt Lake City
- Female Urology and Urogynecology Symposium (FUUS) March 22-24, 2012, Las Vegas
- *Current Psychiatry*/ACCP Psychiatry Update March 29-31, 2012, Chicago
- Generational Dermatology Summit (GDerm) April 20-22, 2012, Chicago
- Metabolic Endocrine Disease Summit (MEDS) July 26-28, 2012, Orlando
- Pelvic Anatomy and Gynecologic Surgery Symposium (PAGS) December 8-10, 2011, Las Vegas
- Emerging Techniques in Orthopedics, December 8-10, 2011, Las Vegas

SATELITE SYMPOSIA

Presenting a satellite symposium at a live event produced by Quadrant HealthCom provides a cost-effective vehicle to educate physicians on new pharmacotherapies, devices, and therapies to improve patient care.

- Educate our audience of early-adopting physicians and generate instant feedback in a live environment
- Extend the impact of your educational message with enduring materials distributed in print and online through our peer-reviewed journals and web sites:

Benefits of presenting your sponsored symposium at a live event produced by Quadrant HealthCom:

- High attendance. Your satellite symposium will be scheduled unopposed during mealtime (at no additional cost to you) so that you can expect the participation of the majority of our scientific program attendees
- Robust promotion before and during the live event on our web site, in eblasts, and with handouts and signage on site. The sooner you reserve your symposium, the more promotion it will receive
- Superb Cost Efficiency and High ROI. Your symposium will take place in our general session room, making it easy for attendees to locate, and providing you with access to our audiovisual equipment and personnel at no additional charge.

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JOIN OUR GROWING NETWORK

and benefit from our reach

Integrated Multimedia Medical Communications reaching over 675,000 health care professionals


- ➔ **Quadrant HealthCom creates exceptional solutions for compelling, engaging peer-reviewed educational programs**
- ➔ **Original content development, graphic design, audiovisual technology and multimedia platforms**
- ➔ **Project management and proficiency in meeting planning, audience generation, facilitating events as well as a portfolio of custom print and online products designed to extend your message**
- ➔ **Expertise in the MLR process and adherence to industry guidelines/requirements**

Quadrant HealthCom can deliver your message to the right audience at the right time.

Contact your account manager, visit qhcrates.com, or email us at sales@qhc.com.

IN PERSON / IN PRINT / ONLINE / ON DEMAND

For further information, please contact:

 **Christine Lucchese**
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