

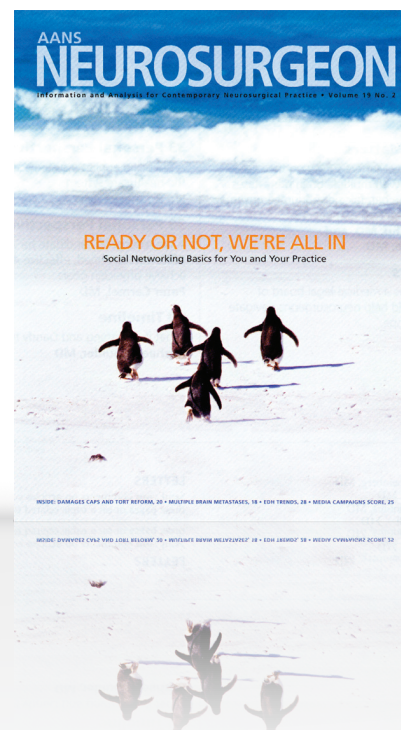
EFFECTIVE DATE: JANUARY 2011

Now Available
Online Banner Advertising

AANS 2011 NEUROSURGEON

Information and Analysis for Contemporary Neurosurgical Practice

RATE CARD



Official Publication of the American Association of Neurological Surgeons

(Formerly the AANS Bulletin)

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

Audience: Members of the AANS in North America receive the *AANS Neurosurgeon* as a benefit of membership.

Circulation: 5,800

Editor: William T. Couldwell, MD

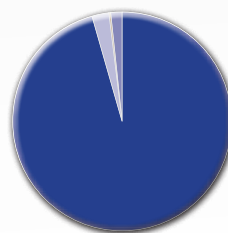
For advertising information, contact:

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The Walchli Tauber Group Inc.
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443-512-8899 x 109
443-512-8909 (fax)
greg.pessagno@wt-group.com

Recruitment Sales and Production Coordinator:
Mary Lorenzen

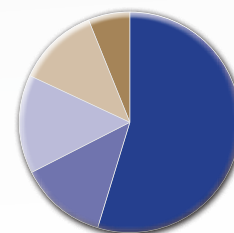
Reach more than 5,800 AANS members by advertising in the *AANS Neurosurgeon*.

DISTRIBUTION OF
NEUROSURGEON MEMBERS



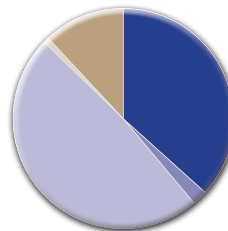
US	4848
Canada	136
Mexico	58
Other	814

YEARS OUT OF RESIDENCY



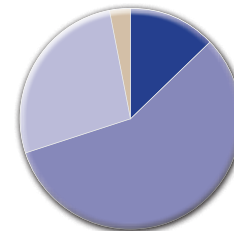
More than 20	55%
16-20	13%
11-15	15%
6-10	12%
Less than 5	5%

PRACTICE SETTING



Academic Health/ Medical School	37%
Armed Forces/ Veterans Administration	2%
Community/General Hospital	48%
Government Hospital/ Health Facility	1%
Other	12%

TYPE OF PRACTICE



Solo Practice	13%
Neurosurgical Group Practice	57%
Multi-Specialty Group Practice	27%
Other	3%

AANS 2011 NEUROSURGEON RATE CARD

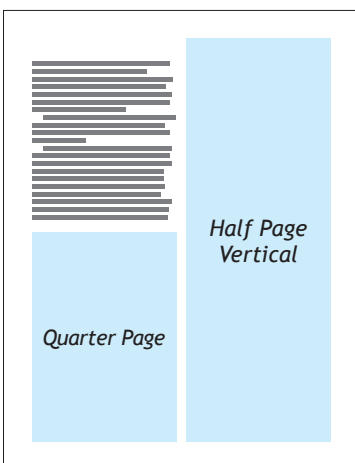
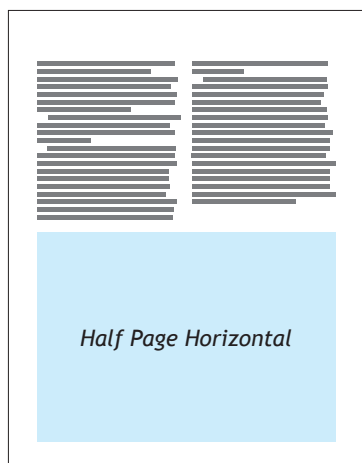
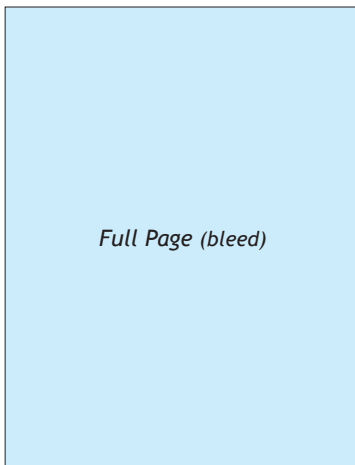
CLOSING DATES

ISSUE	INSERTION ORDERS DUE	AD MATERIALS DUE
Vol. 20 No. 1	Nov. 4, 2011	Nov. 18, 2010
Vol. 20 No. 2	Feb 4, 2011	Feb 18, 2011
Vol. 20 No. 3	May 6, 2011	May. 20, 2011
Vol. 20 No. 4	Aug. 5, 2011	Aug. 19, 2011

MECHANICAL SPECIFICATIONS

Publication trims at 8.5" X 11" Keep live matter 0.5" from trim

SIZE	DIMENSIONS
Full Page (bleed)	8.75" X 11.25"
Full Page (non-bleed)	7.125" X 9.625"
Half Page Horizontal	7.125" X 5"
Half Page Vertical	3.4375" X 9.625"
Quarter Page	3.4375" X 5"
2-Page Insert	8.5" X 11" (Add 1/2" head trim and 3 1/4" lip)
4-Page Insert	11" X 17" (Add 1/2" head, face and foot trim)



For inserts more than four pages, call for specs.

2011 ADVERTISING RATES

RUN OF BOOK	1X	2X	4X	8X	12X
Full Page	\$1,690	\$1,580	\$1,380	\$1,275	\$1,145
Half Page	1,070	980	880	810	730
Quarter Page	725	675	625	570	520

Furnished inserts are billed at B/W rate times. Color rates additional to the B/W rate times.

COLOR RATES			PREMIUM POSITIONING	
4-Color	\$1,455	Cover 2	50% above B/W earned rate	
Standard Color	625	Cover 3	50% above B/W earned rate	
Matched Color	675	Cover 4	50% above B/W earned rate	
Metallic Color	880 plus 4-Color Charge	Facing TOC	25% above B/W earned rate	
RECRUITMENT AD RATES (B/W ONLY)			Facing 1st article	25% above B/W earned rate
SIZE	1X	2X	4X	Special position may be available for an additional fee. Call for information and availability.
QUARTER PAGE	\$580	\$550	\$500	

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.

AGENCY DISCOUNT

15 percent if paid within 30 days.

PRINTING & BINDING PROCESS

Sheet fed. Saddle stitched.

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: wtgroupftp, 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:

The Walchli Tauber Group, Inc.
Attn: Mary Lorenzen
AANS Neurosurgeon / Issue Date
2225 Old Emmorton Road, Suite 201
Bel Air, MD 21015
443-512-8899 x116