

AANS NEUROSURGEON

Information and Analysis for Contemporary Neurosurgical Practice

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 *Neurosurgeon* as a benefit of membership.

Circulation: 5,200

Editor: William T. Couldwell, MD

Advertising Sales: Greg Pessagno

Recruitment Sales and Production



Coordinator: Mary Lorenzen

For advertising information, contact:

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2008 ADVERTISING RATES

RUN OF BOOK	1X	2X	4X	8X
Full Page	\$1,500	\$1,400	\$1,225	\$1,125
Half Page	950	900	800	725
Quarter Page	650	600	550	500

COLOR RATES:

Additional color rates should be added as follows.

4-Color:	\$1,300
Standard Color:	550
Matched Color:	600
Metallic Color:	780 plus 4-Color Charge

RATES FOR COVERS AND CENTER SPREAD (4-COLOR ONLY):

POSITION	1X	2X	4X
Cover 2	\$3,725	\$3,590	\$3,365
Cover 3	\$3,665	\$3,525	\$3,300
Cover 4	\$3,800	\$3,660	\$3,425
Center Spread	\$5,345	\$5,045	\$4,650

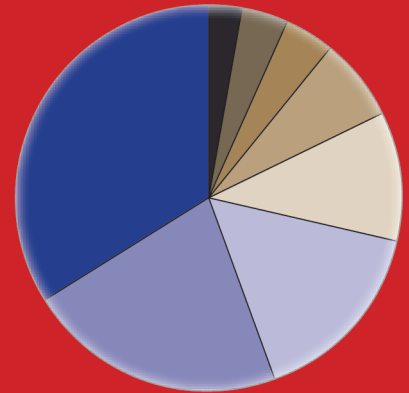
RATES FOR RECRUITMENT ADS (B/W ONLY):

SIZE	1X	2X	4X
Quarter Page	\$520	\$475	\$430

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

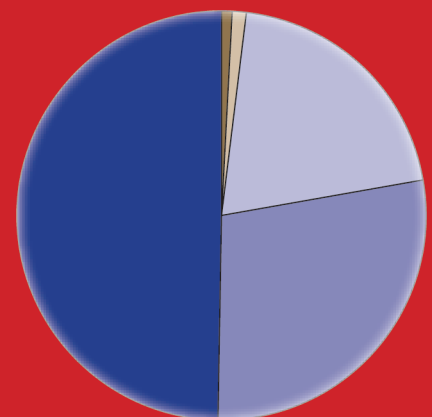
Reach more than
5,200 AANS members
by advertising in the
Neurosurgeon.

PRACTICE SETTING



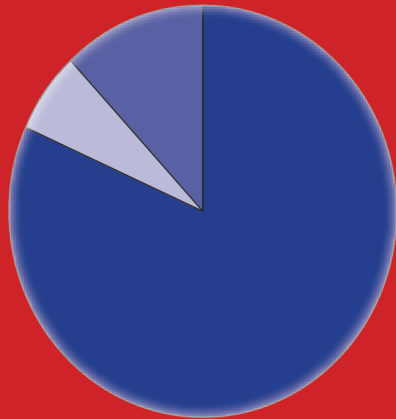
Neurosurgical Group Practice (2-5 physicians)	34%
Neurosurgical Group Practice (6-15 physicians)	22%
Solo	16%
Multi-Specialty Group Practice (16+ physicians)	11%
Multi-Specialty Group Practice (6-15 physicians)	7%
Neurosurgical Group Practice (16+ physicians)	4%
Solo Practice, Shared Facilities	4%
Multi-Specialty Group Practice (2-5 physicians)	3%

TYPE OF PRACTICE



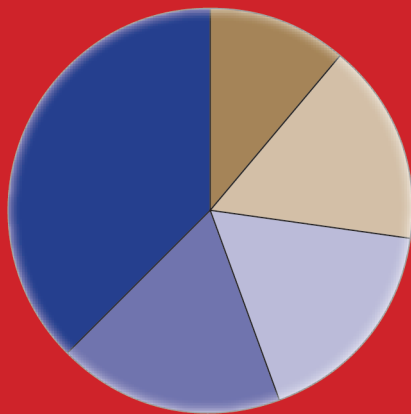
Private Practice	49%
Full-time Academic	28%
Private Practice (Academic affiliate or appointment)	20%
Military	1%
Other Federal Government Practice (Public Health Service, VA, other agency)	1%

DISTRIBUTION OF NEUROSURGEON MEMBERS



U.S.	3,625
Canada	88
Mexico	48
Other	606

YEARS OUT OF RESIDENCY



More than 20	37%
6-10	18%
11-15	17%
16-20	16%
Less than 5	11%

2008 AANS Neurosurgeon

CLOSING DATES

ISSUE	INSERTION ORDERS DUE	AD MATERIALS DUE
Vol. 17 No. 1 (March)	Jan. 18, 2008	Feb. 15, 2008
Vol. 17 No. 2 (June)	April 18, 2008	May 16, 2008
Vol. 17 No. 3 (September)	July 18, 2008	Aug. 15, 2008
Vol. 17 No. 4 (December)	Oct. 17, 2008	Nov. 14, 2008

MECHANICAL SPECIFICATIONS

	LIVE AREA	BLEED
Trim	8 1/2 x 11	
Spread	15 5/8 x 9 5/8	17 1/4 x 11 1/4
Full Page	7 1/8 x 9 5/8	8 3/4 x 11 1/4
Half Page H	7 1/8 x 5	8 3/4 x 6
Half Page V	3 7/16 x 9 5/8	4 1/4 x 11 1/4
Quarter Page	3 7/16 x 5	n/a

**Keep live matter 1/2" from trim.

INSERTS

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.

EARNED RATES

Rates are based on the total units earned

PAYMENT AND COMMISSION POLICY

• Payment is due net thirty (30) days from the date of invoice. No cash discounts allowed. Unpaid invoices sixty (60) days past invoice date are subject to a 5% late fee and may be re-invoiced directly to the advertiser.

• Orders for space are accepted subject to Publisher's credit requirements. Space reservations or insertion orders for an advertiser whose account is more than sixty (60) days past due will be refused. Advertisers with delinquent accounts lose their place in any waiting list for consideration of preferred positions.

• The advertiser and/or its agency assumes legal and related fees if an overdue account is turned over for collection.

• 15% of gross advertising rate, excluding mechanical charges, is payable to recognized agencies on space, color and special position, if the total amount due is paid within thirty (30) days of invoice date. All commissions are forfeited after 30 days.

• The Publisher reserves the right to hold the advertiser and/or its agency jointly and severally liable for such monies as are due and payable to the Publisher for advertising which the advertiser or its agency ordered and which advertising was published, even if a sequential liability clause is included in the contract, insertion order, purchase orders, etc.

TERMS AND CONDITIONS

Wherever used, the term "Publisher" refers to the AANS and its employees. The acronym "AANS" refers to both the American Association of Neurological Surgeons, a 501 (C) (6) organization, and the American Association of Neurosurgeons, a 501 (C) (3) organization.

• Insertion orders, advertisements and space reservations are accepted subject to the provisions of the current rate card.

• Cancellation or curtailment of any space reservation, for any reason, will result in an adjustment of the rate (short-rate) based on past insertions. The advertiser and/or its agency will be required to refund to the Publisher all frequency discounts which were provided on past insertions.

• Rates are subject to change upon notice from the Publisher. Duration-of-contract rate protection will be extended to advertisers who specify all insertion dates at the time their space order is accepted by the Publisher. If, for any reason, a rate-protected contract is canceled or curtailed, the advertiser and/or its agency will be required to refund, to the Publisher, the difference between the protected rate and the new rate, on all insertions which were published after the new rates took effect. If, after the Publisher has changed rates, an advertiser with a rate-protected contract places enough additional insertions to qualify for a higher-level frequency discount, the new rate will apply to the additional insertions. The Publisher will, however, issue credit for past insertions at the protected rate.

• Requested ad positions are not guaranteed unless the advertiser or its agency purchases a "special position" at an additional cost.

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

• Advertisers and/or agencies will not be allowed to revise advertisements, which are not received by the Publisher by the published "materials due" date.

• No cancellations, changes in orders or refunds after insertion order deadline date, and no changes accepted after insertion order due date.

• The Publisher reserves the right to add the word "advertisement" to any ad, which, in the opinion of the Publisher, might be confused with editorial copy.

• Advertisements, insertion orders or space reservations may be canceled or rejected by the Publisher at any time.

• The Publisher reserves the right to reject any and all advertising, which the Publisher feels is not in keeping with the publication's standards, policies and principles. Advertisements are accepted by the Publisher, and published, on the representation that the advertiser and/or agency is properly authorized to publish the entire contents and subject matter contained in its advertisements including text, representation and illustrations. In consideration of the publication of such advertisements, the advertiser and the agency agree to indemnify and hold the Publisher harmless against all liability, damage, loss and expense from any claims or suits including, but not limited to, libel, violation or rights of privacy and publicity, plagiarism, copyright and/or trademark infringement and liability for the use of classified material.

• The Publisher is not liable for any costs of real or consequential damages resulting from the failure to print an advertisement or of the appearance of errors in a published advertisement.

• The Publisher is not liable for any delays in delivery or for non-delivery of its publication due to factors beyond the control of the Publisher.

• The Publisher will regard incorrect rates and/or conditions on insertion orders as clerical errors only, and publication will be made and charged for at regular rates.

• Advertiser agrees that the Publisher's liability (if any) on account of omissions or errors in such advertising shall in no event exceed the amount of charges for the listing or advertising which was omitted or in which the error occurred and such liability shall be discharged by abatement of the charges or an advertising allowance commensurate with the error for the particular listing or advertising in which the omission or error occurred, but in no event exceeding the contract price of the particular listing or advertising in which the omission or error occurred. No adjustment is applicable to any free listing or advertisement. Reproduction quality of photographs, screen tints, and artwork provided cannot be guaranteed.

• No conditions other than those set forth in this rate card will be binding on the Publisher unless specified in writing by the Publisher. The Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions when such conditions conflict with any provision contained in the rate card.