

msqr

multiple sclerosis quarterly report

MSQR
 United Spinal Association
 75-20 Astoria Boulevard
 Jackson Heights, NY 11370-1177
www.unitedspinal.org

A joint publication of United Spinal Association and the CMSC/North American Research Committee on MS

2010 Advertising Rates

Editorial Focus: Original articles written and formatted to meet the needs of patients with MS including current research progress, clinical trials and the latest breakthroughs in drug therapy. MSQR offers patients opportunities to participate in studies and remain in the forefront of MS treatment.

Display Advertising Rates

Frequency	1x	2x	4x
Full Page	\$990	\$940	\$880
1/2 Page Island	\$800	\$770	\$730
1/2 Page	\$690	\$660	\$620
1/4 Page	\$495	\$470	\$440

Cover and Preferred Position Rates (non-cancelable)

- 2nd Cover: Plus 35% of earned b&w rate
- 3rd Cover: Plus 35% of earned b&w rate
- 4th Cover: Plus 50% of earned b&w rate
- Page Facing Contents: earned b&w rate, plus 15%

Color Rates

- Second Color per page: \$575
- 4/Color per page: \$1,150

Earned Rates

Based upon accumulated space during 12-month period.

Agency Commission

15% color and position charges are commissionable. All extra charges are non-commissionable.

Classified Advertising Rates

1/4 Page	\$450
1/2 Page	\$605
1 Page	\$870

\$26 per line or fraction of a line with \$100 minimum. Approximately 40 characters per line. Prepayment is not required. 10% typesetting charge. Send electronic file or fax copy to ad rep for price quotation.

To advertise contact:
 Leonard Media Group
 415 Horsham Road
 Horsham, PA 19044
 215-675-9133
 215-675-9376 (fax)

Sales:
 Amy Blackmore ext 206
amy@leonardmedia.com

Send materials to:
 Andrea Dimech
 Senior Graphic Designer
 United Spinal Association
 (718) 803-3782 x7221
 (718) 803-0414 (fax)
adimech@unitedspinal.org
<http://www.unitedspinal.org/uploads>

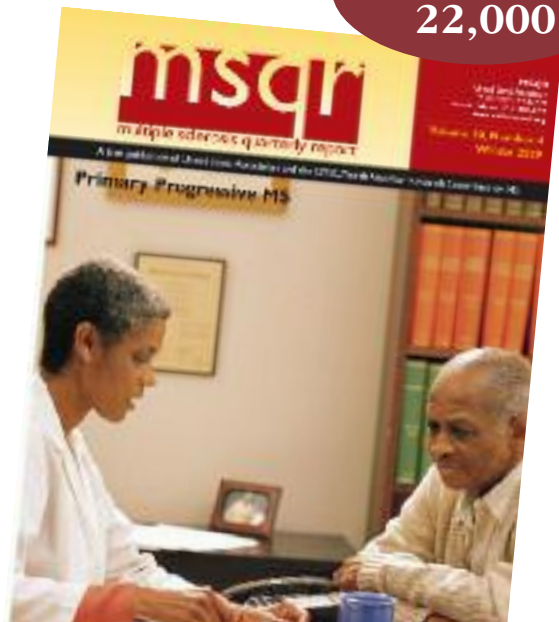
Publisher:
 United Spinal Association
 75-20 Astoria Blvd
 Jackson Heights, NY 11370
 (718) 803-3782
 (718) 803-0414 (fax)
www.UnitedSpinal.org

2010 Closing Dates:

Issue	Vol. No.	Reservations	Materials	Mail Date
Spring	29.1	12.18.09	01.06.10	02.16.10
Summer	29.2	03.24.10	04.07.10	05.12.10
Fall	29.3	06.22.10	07.07.10	08.13.10
Winter	29.4	09.20.10	10.04.10	11.15.10

Dates subject to change.

Circulation
22,000



**Special bonus distribution during
 our premier events in April, May,
 June, August and October**

Mechanical Requirements

Unit Sizes

	Non-Bleed			Bleed		
	Width		Height	Width		Height
Full Page	7.5"	X	10.0"	9.0"	X	11.5"
1/2 Page H.	7.5"	X	5.0"	n/a	X	n/a
1/2 Page V.	3.75"	X	10.0"	n/a	X	n/a
1/2 Page Island	4.625"	X	7.5"	n/a	X	n/a
1/4 Page	3.75"	X	5.0"	n/a	X	n/a

Live matter should be kept to a minimum of 1/4" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind.

Final trim size of the publication

8.5" X 11"

Halftone Screen

Covers, inside, 4/color process, CMYK: 133–150 line screen.

Reproduction Requirements

Ads under 4 MB may be sent via e-mail to: adimech@unitedspinal.org. If larger, they can be uploaded via FTP to <http://www.unitedspinal.org/uploads> or put on disk and mailed to Andrea Dimech at United Spinal Association, 75-20 Astoria Blvd., Jackson Heights, NY 11370. Please indicate via e-mail if sending via FTP or mail.

Preferred method is Acrobat 8.0 PDF. Fonts and images must be embedded. No OPI or ICC Profiles. Bitmapped or grayscale images for B/W ads. CMYK images for ads that contain any color. All images must be saved as 300 DPI @ 100% of the finished size. Native files can be supplied as Macintosh Adobe InDesign CS3, Adobe Photoshop CS3 or Adobe Illustrator CS3. Screen/printer fonts and images must be collected. Image files (pictures/logos) must be saved as TIFF, EPS and/or PDF. Please indicate the publication in which the ad is being placed in your subject line.

Production Charge

The publication will pubset advertisements in most regular typefaces upon request. Typesetting fee is 10% of the one-time ad cost shown. Special requests will be billed to the advertiser and/or advertising agency at the then prevailing rates. Minor copy changes for subsequent issues are made at no additional expense. When time permits, display ad proofs only are sent for approval prior to publication.

Paper Stock: Uncoated

Type of Binding: Saddle Stitch

Insertion Order and Copy Regulations

- New ads subject to approval by editor and publisher.
- Insertion instructions shall be supplied for every advertisement and shall clearly state the following information: name of publication, name of advertiser, date to be inserted, size of advertisement, identification of advertisement (proof of ad to be furnished), plus any special instructions such as bleed, color, etc.
- No conditions, printed or otherwise, appearing on the space order, billing instructions or copy instructions, that conflict with the publisher's stated policies will be binding on the publisher.
- Advertisers and advertising agency agree to indemnify, defend and hold harmless the publisher for any and all liability for content (including text, illustrations, images, sketches, maps, trademarks, labels or other copyrighted material) or advertisements printed, or the unauthorized use of any person's name or photography arising from the publisher's reproduction of such advertisements pursuant to the advertiser's or agency's order. The publisher reserves the right to reject or discontinue any advertising. This right shall not be deemed to have been waived by acceptance or actual use of any advertising matter.
- A contract year, a 12-month period, starts from the date of the first insertion. Twelve-month periods do not overlap; in other words, space counted in one contract period to determine the rate for that period cannot be counted again toward determining the rate of the subsequent or past periods.
- Cancellation of space order forfeits the right to position protection
- The publisher's liability for any error will not exceed the charge for the advertisement in question.
- The publisher assumes no liability if for any reason it becomes necessary to omit an advertisement.
- When change of ad, covered by an uncanceled insertion order, is not received by the closing date, ad run in the previous issue will be inserted.
- Requests for specified position at R.O.B. rates are given consideration, but no guarantee is made unless the position premium has been provided for in the contract.
- Advertisements ordered set and not used will be charged for composition.
- Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies