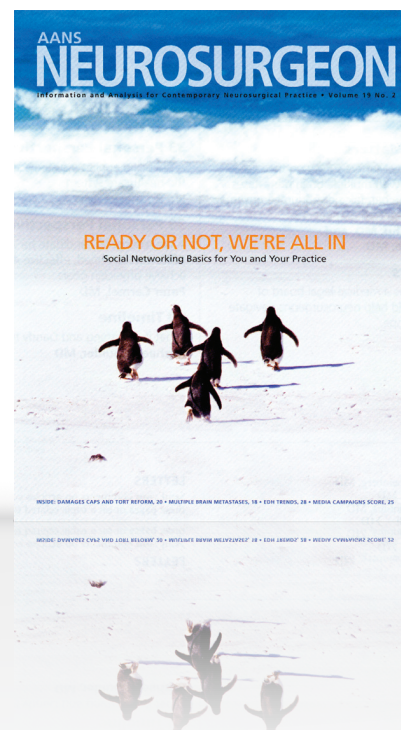


Now Available
Online Banner Advertising

AANS 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

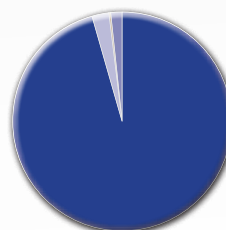
For advertising information, contact:

Greg Pessagno
The Walchli Tauber Group Inc.
2225 Old Emmorton Road
Suite 201
Bel Air, MD 21015
443-512-8899 x 109
443-512-8909 (fax)
greg.pessagno@wt-group.com

Recruitment Sales and Production Coordinator:
Mary Lorenzen

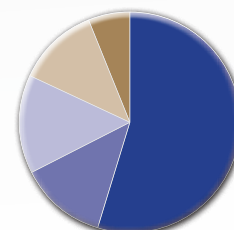
Reach more than 5,800 AANS members by advertising in the *AANS Neurosurgeon*.

DISTRIBUTION OF NEUROSURGEON MEMBERS



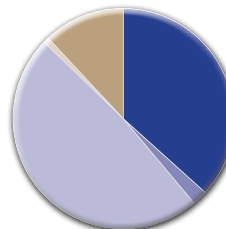
US	4848
Canada	136
Mexico	58
Other	814

YEARS OUT OF RESIDENCY



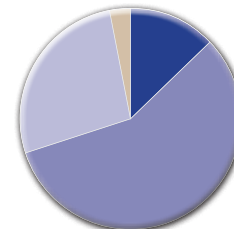
More than 20	55%
16-20	13%
11-15	15%
6-10	12%
Less than 5	5%

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

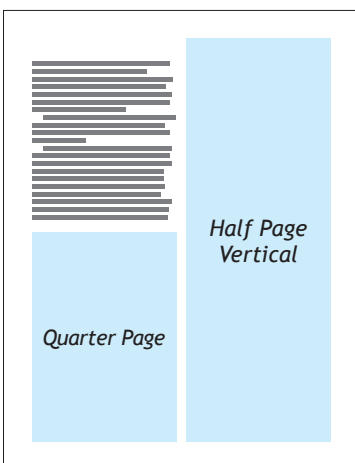
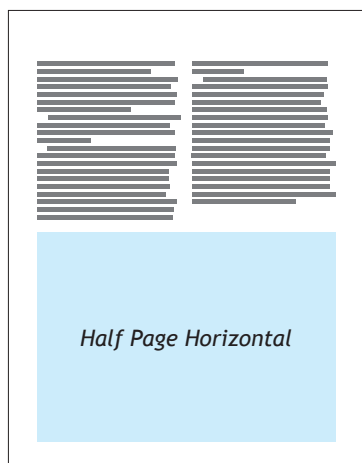
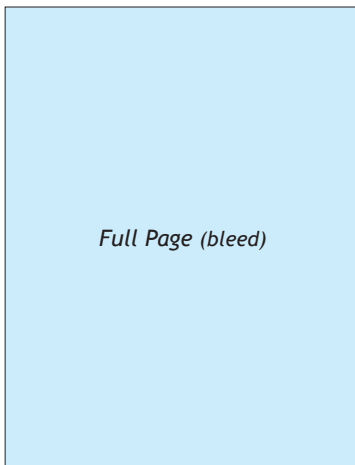
CLOSING DATES

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

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