

2009 Advertising Rate Information

Journal of Neurologic Physical Therapy

Staff

Wolters Kluwer Health | Lippincott Williams & Wilkins
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Philadelphia, PA 19106-3621

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Editor: Edelle Field-Fote, PT, PhD

Publisher: Sandra Kasko

General

ISSUANCE: Frequency: Quarterly.
March, June, September, December.
Mails first week of issue month.

ORGANIZATIONAL AFFILIATION:
Official Publication of the Neurology Section of the American
Physical Therapy Association

EDITORIAL FOCUS:
Journal of Neurologic Physical Therapy (JNPT), is the official quarterly publication of the Neurology Section of the American Physical Therapy Association. *JNPT* publishes research articles, critical reviews, case reports, and special interest papers that contribute to the development of theory, evidence and the effective use of physical therapy for individuals with neurologic conditions. Included are articles related to, but not limited to examination, evaluation, prognosis, intervention, and outcomes that span the continuum from pathophysiology to ability. The journal contains original research as well as integration and interpretation from the diverse areas of study that contribute to the formulation of neurologic physical therapy.

MARKET:
Physical Therapists, PT Assistants.

CIRCULATION: 4,100.

REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:

Subject to approval of the Publisher and Editor. Claims of proof or efficacy should be substantiated with peer reviewed citations.

PLACEMENT POLICY:

Advertising is interspersed and appears on covers.

Advertising

CLOSING DATE FOR SPACE AND MATERIALS:

Issue	Reservations and Cancellations	Materials
March	2/4/09	2/11/09
June	5/6/09	5/13/09
September	8/7/09	8/14/09
December	11/3/09	11/10/09

TYPESETTING: Allow 2 extra weeks.

2009 Advertising Rates

Earned page rate is determined by the number of insertions per calendar year. Space purchased by parent company and subsidiaries are combined.

BLACK & WHITE RATES:

	Full Page	Half Page	Quarter Page
1x	\$900	\$615	\$455
3x	885	610	445
6x	870	605	430
12x	850	600	425
18x	840	595	420
24x	830	590	410
36x	815	570	405

COLOR:

Premium over earned B&W page rate.

Standard: \$745 Matched: \$900 Three/Four: \$1,385
Per page or fraction of page.

BLEED:

No charge.

AGENCY COMMISSION:

15% of gross.

ONLINE OPPORTUNITIES:

Contact your Account Manager for more information.

Mechanical Requirements

AD SIZE	WIDTH	DEPTH
Full Page	6 7/8"	9 7/8"
1/2 Page (Vertical)	3 3/8"	9 7/8"
1/2 Page (Horizontal)	6 7/8"	4 7/8"
1/4 Page	3 3/8"	4 7/8"

TRIM SIZE: 7 3/4" x 10 3/4".

BLEED DIMENSIONS:

Full page: 8" x 11"; spread, 15 3/4" x 11".

Safety allowance for live matter: 1/2" from trim.

MATERIALS SUBMISSION:

Digital ads required. Press-ready PDFs preferred. When sending in this format, please embed all fonts and subset at 100%. CDs accepted on a case-by-case basis, please contact your Advertising Coordinator to confirm. Ad materials submitted for 4/C must be saved as CMYK. PMS and RGB colors will be converted to CMYK. All materials must include advertiser name, publication, and issue. Also include contact name and telephone number, filename, and hard copy proof. Submit electronically (FTP or E-mail acceptable/E-mailed files should be no larger than 5MB), Mac or PC format. Files must be PDF (preferred), TIFF, or EPS format, high resolution at a minimum of 300 dpi. Indicate application(s) used, provide a list of fonts, and also supply on disk all screen and printer fonts.

Proofs: Required for all methods of ad submission (including e-mail). Supply a printer quality color proof that matches the supplied digital ad at 100% size. Standard Web Offset Printing (SWOP) Press proof or SWOP Off-Press Proof (Kodak Approval or equivalent) is required for color guidance on press. If a color proof is not supplied, Wolters Kluwer Health | Lippincott Williams and Wilkins will print to SWOP standards. Wolters Kluwer Health | Lippincott Williams and Wilkins assumes no responsibility for final printing of the ad in the event that a printer quality color proof is not provided.

HALFTONE: 133-150.

PRINTING PROCESS: Covers: Sheetfed; Inside: Web Press

BINDING: Perfect.

Inserts

Availability: Two to twelve pages. All inserts including BRCs and gatefolds must be approved in advance.

Acceptance: AMP insert guidelines. Sample of insert must be submitted to Advertising Sales Office for approval.

Rates: Two-page insert: 2 times earned b/w page rate.

Four-page insert: 4 times earned b/w page rate.

Larger units, gatefolds, BRCs: consult Account Manager.

INSERT REQUIREMENTS:

All inserts are to be supplied untrimmed, folded (except single leaf), and ready for binding. Consult Advertising Coordinator for insert size and quantity.

INSERT SHIPPING INSTRUCTIONS:

Carton packing preferred. Publication, quantity and date must be clearly indicated.

DISPOSITION OF INSERTS/SAMPLES:

Material will be held for one year from date of last insertion and then destroyed unless specifically instructed otherwise.

Addresses

ADVERTISEMENT INSERTION ORDERS AND REPRODUCTION MATERIALS:

Wolters Kluwer Health | Lippincott Williams & Wilkins
Journal of Neurologic Physical Therapy (Issue Date)
323 Norristown Road, Suite 200
Ambler, PA 19002
Attn: Diane Shapiro
(800) 346-7844 ext. 6538, Fax (215) 689-4291
diane.shapiro@wolterskluwer.com

INSERTS:

Consult the Advertising Coordinator.

Bonus Distribution

American Physical Therapy Association
International Stroke Conference
Occupational Health
Case Management Society of America
American Academy of Neurology Fall Conference
American Congress of Rehabilitation Medicine
Association of Academic Physiatrists
American Academy of Neurology
American Headache Society
American Neurological Association
American Epilepsy Association

Contact Account Manager for specific issue(s) information.