



HEADACHE



The Official Journal of the
American Headache Society

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Journal Homepage

<http://www.blackwellpublishing.com/HED>

2008 Rates and Specifications Effective January 2008

EDITORIAL

Headache publishes original articles on all aspects of head and face pain including communications on clinical and basic research, diagnosis and management, epidemiology, genetics, and pathophysiology of primary and secondary headaches, cranial neuralgias, and pains referred to the head and face. Case reports, short communications, review articles, letters to the editor, and news items regarding AHS are included. Medicolegal and socioeconomic aspects of head pain are also considered. All articles submitted for publication are subject to peer review.

COVER AND PREFERRED POSITION RATES

In addition to earned B&W Rate*
2nd Cover: 35%
3rd Cover: 25%
4th Cover: 50%
Opposite Table of Contents: 10%
Positions available on a non-cancelable basis.

COLOR

In addition to earned B&W Rate*
Standard: \$480
Matched: \$720
4-Color Process: \$1,220

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date)

2008 BONUS DISTRIBUTION

CONFERENCE	DATE	BONUS ISSUE
American Academy of Neurology	April 12 - 19	March
American Headache Society	June 26 - 29	May
American Neurological Association	September 21 - 24	Jul/Aug

TOTAL CIRCULATION: 3,433

MARKETS SERVED: Neurologists, Headache Specialists, Primary Care Physicians, Internists.

CLOSING DATES

Issues	For Ad Placement	Material DueDate	Mailing Date
January 2008	11/23/07	12/3/07	1/2/08
February 2008	12/30/07	1/8/08	2/4/08
March 2008	1/26/08	2/5/08	3/3/08
April 2008	2/1/08	3/11/08	4/4/08
May 2008	3/28/08	4/7/08	5/2/08
June 2008	4/6/08	5/6/08	6/2/08
Jul/Aug 2008	5/9/08	6/19/08	7/16/08
September 2008	7/27/08	8/6/08	9/2/08
October 2008	8/31/08	9/9/08	10/3/08
Nov/Dec 2008	10/10/08	10/20/08	11/14/08

ADVERTISING OPPORTUNITIES

Inserts: Rates are determined using the black and white earned rate per number of insert pages plus 10%.

Other services available*: Bellybands, outserts, business reply cards, reprints, sponsored subscriptions and online advertising.

(*Some opportunities not available for some journals. Please contact your Advertising Executive for details and availability.)

FREQUENCY: 10 TIMES

Black and White Rates

Frequency	1x	6x	10x	20x
Full Page	\$1,044	\$983	\$947	\$920
Half Page	\$694	\$630	\$593	
Quarter Page	\$528	\$476		

Earned page rate is determined by the number of insertions per year (i.e., 4 half pages plus 2 full pages earn the 6x rate).

Each insert page counts 1x toward earned page rate.

MECHANICAL REQUIREMENTS

TRIM SIZE: 8-1/4" x 10-7/8"

PAGE SIZES, NON-BLEED:

	Width	Depth
Full Page	7"	10"
1/2 page Vertical	3-1/2"	10"
1/2 Page Horizontal	7"	5"
1/4 page	3-1/2"	5"

PAGE SIZES, BLEED:

	Width	Depth
Full Page	8-1/2"	11-1/8"
1/2 page Vertical	4-5/16"	11-1/8"
1/2 Page Horizontal	8-1/2"	5-9/16"

SUBMISSION OF ADS:

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution Digital Media Required (minimum 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred method of submission): Please contact Advertising Traffic Coordinator at adtraffic@bos.blackwellpublishing.com prior to submitting a file via FTP.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 1/8" bleed.
- All fonts and graphic must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Laser Proof must accompany all digital file submissions.
- Color ads must be accompanied by SWOP-certified proof (chromalin, matchprint, IRIS, etc.)
- Changes or updates made to previously submitted material must be resupplied in full w/ all pages included.
- For additional information, please see our PDF specifications available at: http://www.blackwellpublishing.com/authors/web_printspec.pdf.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley-Blackwell is not responsible for the quality of advertisements sent after the deadline.

INSERT REQUIREMENTS

- Multi-page inserts are to be furnished folded. Three samples required.
- Sizes. 2-page inserts: 8-1/2" x 11-1/8", 4-page inserts: 8-1/2" x 11-1/8"
- Trimming: Head 1/8", foot no less than 1/8" or more than 9/16", width 1/8"; safety margin in gutter; 1/8" safety at side; 1/8" grind off spine.
- Stock Weights Acceptable: Not to exceed 100 lb. coated
- Packing Instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.

PAPER STOCK:

- Inside pages: UPM Classic Gloss 80 gsm
- Covers: 10 pt. C/2/S

HALFTONE SCREEN: 133

TYPE OF BINDING: Perfect

REPRODUCTION REQUIREMENTS:

- Four color process ads showing trim will be produced 4 colors wet in the following color rotation: yellow, red, blue, black. Progressive proofs should be proofed wet in the same rotation on white coated 60 lb. basis or comparable paper.
- Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

CONTACTS:

Ship all Advertising Material as well as two Insert Examples to:

Wiley-Blackwell
Attn: Advertising Traffic Coordinator
Headache, Volume ____, Issue ____
350 Main Street
Malden, MA 02148-5018

Ship Inserts to:

The Sheridan Press
Attn: Lin Pearson
Headache, Volume ____, Issue ____
450 Fame Avenue
Hanover, PA 17331
tel: 800-635-7181
Mark Shipment "For Insert Storage"



**WILEY-
BLACKWELL**

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