Website URL
http://www.jonna.com/

Content Focus
The Journal of Neurosurgical Anesthesiology features articles by top clinicians and researchers that directly impact on current clinical practice. The journal offers incisive reports on exciting improvements in intraoperative and postoperative management, new drugs, and details on new equipment and technologies.

Organizational Affiliation

Impact Factor
2.990

Impact Factor Ranking
Anesthesiology 8/30, Clinical Neurology 62/192, Surgery 37/198

Editor-in-Chief
James E. Cottrell, MD

Frequency
4 issues / year

Advertising Guidelines
Subject to approval by Editor. New copy must be received by the Publisher two weeks before closing date.

Distribution
Print Circulation: 352
Electronic-Only Circulation: 20
Total Subscribers: 372

Website Engagement
Average Monthly Visits: 3,950
Average Monthly Page Views: 8,450

Email Engagement
eTOC Subscribers: 1,250
eTOC Open Rate: 52%

Run Of Journal Rates
Page rates apply to inclusion in Print issues.

<table>
<thead>
<tr>
<th>Volume</th>
<th>Full Page Color</th>
<th>1/2 Page Color</th>
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<tbody>
<tr>
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<td>Full Page (PI)</td>
<td>1/2 Page (PI)</td>
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</table>

2016 Media Kit
Cover and Preferred Position Rates

Cover 2: 50% of earned B/W (PI) page rate
Cover 3: 25% of earned B/W (PI) page rate
Cover 4: 35% of earned B/W (PI) page rate

Other Preferred Positions: 25% of earned B/W (PI) page rate

Insert Rates

2-page: 3 times earned B/W (PI) page rate
8-page: 9 times earned B/W (PI) page rate

Custom Projects
Supplements, cover tips/belly bands, outserts, webinars, learning centers and more. Contact your Sales Representative for details.

Agency Commission
15% agency discount should be applied. All prices shown as gross.

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Agency Commission
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Career & Events Section Rates

Page rates apply to inclusion in Print issues and a PhysicianJobsPlus 30-day Standard Job Posting. Contact your Recruiting Representative for volume discounts.

<table>
<thead>
<tr>
<th>Full Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
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<tbody>
<tr>
<td>$1,860</td>
<td>$1,270</td>
<td>$840</td>
<td>$550</td>
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Agency Commission
15% agency discount should be applied. All prices shown as gross.

Online and Email Rates

Website Banner Rates

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<tr>
<th>Banner Impressions</th>
<th>Global CPM</th>
<th>Geo-Targeted CPM</th>
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<tr>
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<td>$80</td>
<td>$115</td>
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Electronic Table of Contents (eTOC) Banner Rates
$390 per eTOC

Agency Commission
Not applicable. All prices shown as net.

The minimum net buy is $2,500 per online campaign.

Closing Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Run of Journal Space</th>
<th>eTOC Banner Materials</th>
<th>Career &amp; Events Section Space and Materials</th>
<th>Run of Journal Print Materials</th>
<th>Insert Materials</th>
<th>Approximate Mail Date</th>
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</thead>
</table>

To inquire about extension dates, please contact your Sales Representative.

Online Specifications

Download Online Advertising Specs

Print Specifications

Type of Binding
Perfect

Journal Trim Size
8 1/8" x 10 7/8"
Run of Journal Page Sizes

<table>
<thead>
<tr>
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<tr>
<td>1/2 page horizontal:</td>
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<tr>
<td>1/2 page vertical:</td>
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<td>x</td>
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Career & Events Section Page Sizes

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<tr>
<td>1/2 page vertical:</td>
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<tr>
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<td>3 1/2&quot;</td>
</tr>
<tr>
<td>1/8 page:</td>
<td>3 1/2&quot;</td>
</tr>
</tbody>
</table>

Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Type 1 fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

Acceptance: Sample of insert must be submitted to Sales Representative for approval.
Sizes: 2-page insert: 8 1/2" x 11 1/4"; 4-page insert: 17" x 11 1/4" (before folding). Keep live matter 1/2" from trim.
Paper Stock: Maximum 80 lb. coated.
Quantity: Consult Production Associate.
BRMs: 4 1/4" x 6" minimum, allow 1/8" head and gutter trim and 3/8" from perforation to binding edge. Jogs to top. Reply part must meet USPS regulations. Minimum card stock .007.
Packing Instructions: Carton packing preferred. Publication, quantity and issue must be clearly indicated.
Shipping Address: Tan Pei Woon, Markono Print Media Pte Ltd, 21 Neythal Road, Singapore 628586

Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

Advertising Representative (U.S.)

Name: Heather Landesman
Phone: 646-674-6515
Email: heather.landesman@wolterskluwer.com

Advertising Representative (Europe)

Name: Julie Aramburu
Phone: +44 207 981 0579
Email: julie.aramburu@wolterskluwer.com

Recruiting Representative (U.S.)

Name: Joe Anzuena
Phone: 215-521-8532
Email: joe.anzuena@wolterskluwer.com
<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Julie Aramburu</td>
<td>+44 207 981 0579</td>
<td><a href="mailto:julie.aramburu@wolterskluwer.com">julie.aramburu@wolterskluwer.com</a></td>
</tr>
<tr>
<td>Meredith Edelman</td>
<td>215-356-2721</td>
<td><a href="mailto:meredith.edelman@wolterskluwer.com">meredith.edelman@wolterskluwer.com</a></td>
</tr>
<tr>
<td>Megan Ball</td>
<td>+44 207 981 0646</td>
<td><a href="mailto:megan.ball@wolterskluwer.com">megan.ball@wolterskluwer.com</a></td>
</tr>
<tr>
<td>Patricia Muller</td>
<td>215-521-8840</td>
<td><a href="mailto:patricia.muller@wolterskluwer.com">patricia.muller@wolterskluwer.com</a></td>
</tr>
<tr>
<td>Shannon Funk</td>
<td>410-528-4284</td>
<td><a href="mailto:shannon.funk@wolterskluwer.com">shannon.funk@wolterskluwer.com</a></td>
</tr>
</tbody>
</table>

**Recruiting Representative (Europe)**

- **Name:** Julie Aramburu  
  - **Phone:** +44 207 981 0579  
  - **Email:** julie.aramburu@wolterskluwer.com

**Reprints Representative (U.S.)**

- **Name:** Meredith Edelman  
  - **Phone:** 215-356-2721  
  - **Email:** meredith.edelman@wolterskluwer.com

**Reprints Representative (Europe)**

- **Name:** Megan Ball  
  - **Phone:** +44 207 981 0646  
  - **Email:** megan.ball@wolterskluwer.com

**Advising Coordinator**

- **Name:** Patricia Muller  
  - **Phone:** 215-521-8840  
  - **Email:** patricia.muller@wolterskluwer.com

**Production Associate**

- **Name:** Shannon Funk  
  - **Phone:** 410-528-4284  
  - **Email:** shannon.funk@wolterskluwer.com