2016 Media Information

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Neurocritical Care is a peer reviewed scientific publication whose major goal is to disseminate new knowledge on all aspects of acute neurological care. It is directed towards neurosurgeons, neuro-intensivists, neurologists, anesthesiologists, emergency physicians, and critical care nurses treating patients with urgent neurologic disorders. These are conditions that may potentially evolve rapidly and could need immediate medical or surgical intervention. Neurocritical Care provides a comprehensive overview of current developments in intensive care neurology, neurosurgery and neuroanesthesia and includes information about new therapeutic avenues and technological innovations. Neurocritical Care is the official journal of the Neurocritical Care Society.

Provides a comprehensive overview of current developments
- Includes information about new therapeutic avenues and technological innovations
- The official journal of the Neurocritical Care Society

**Readership:** Directed toward neurosurgeons, neuro-intensivists, neurologists, anesthesiologists, emergency physicians, and critical care nurses treating people with early neurological disorders.

**Frequency:** Bimonthly, 1 Abstract Issue

**2014 Impact factor:** 2.440

**Circulation:** 1,200
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Official Journal of the Neurocritical Care Society

2016 Media Information

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Sunnybrook and Women’s College Health Sciences Centre
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<table>
<thead>
<tr>
<th>Publishing Month</th>
<th>Volume / Issue</th>
<th>Space Reservation</th>
<th>Material Due Date</th>
<th>Mail Date</th>
<th>Bonus Distribution</th>
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<tbody>
<tr>
<td>April</td>
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<td>2/19/2016</td>
<td>2/19/2016</td>
<td>3/25/2016</td>
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<tr>
<td>September Abstract</td>
<td>25:1S</td>
<td>7/22/2016</td>
<td>7/22/2016</td>
<td>8/26/2016</td>
<td>Annual NCS Meeting</td>
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Cancellations are not accepted after the closing date for space reservations.

If an advertiser fails to provide new artwork for a particular issue by the printed deadline (or a pre-approved extension granted by the publisher), then the publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payments on space.

**Acceptance Policy:** The Publisher reserves the right to review and reject any advertising submitted to the journal which it deems as inappropriate for editorial content.
### Display Advertising Rates

<table>
<thead>
<tr>
<th>B&amp;W Rates</th>
<th>1 Time</th>
<th>2 Times</th>
<th>3 Times</th>
<th>6 Times</th>
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<tbody>
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### Classified Advertising Rates

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### Color Charges

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<tbody>
<tr>
<td>STANDARD</td>
<td>$600</td>
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<tr>
<td>MATCHED</td>
<td>$950</td>
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<tr>
<td>4-COLOR</td>
<td>$1450</td>
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Full color charges also apply to fractional pages. 
Bleed: no charge.

### Inserts

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<table>
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</thead>
<tbody>
<tr>
<td>2-Page Insert</td>
<td>2x Earned B&amp;W Rate</td>
</tr>
<tr>
<td>4-Page Insert</td>
<td>4x Earned B&amp;W Rate</td>
</tr>
<tr>
<td>Larger Units</td>
<td># of pages x earned B&amp;W rate</td>
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### Cover and Preferred Positions

- Second Cover: 35% over earned B&W rate
- Third Cover: 15% over earned B&W rate
- Fourth Cover: 50% over earned B&W rate
- Other specified: 10% over earned B&W rate

- Premium over earned b/w page rate. Noncancelable.
- Premium positioning not guaranteed with insert.
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<table>
<thead>
<tr>
<th>SIZING</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>1/2 page Vertical</td>
<td>3 1/4</td>
<td>10</td>
</tr>
<tr>
<td>1/2 page Horizontal</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 1/4</td>
<td>5</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>15</td>
<td>10</td>
</tr>
</tbody>
</table>

Bleed: Plate size: 8 ½” X 11 ¼”. Trim size: 8 ¾” X 11”. • Keep live matter at least ¼” from all sides. • On 2-Page spread 1/8” on the outside and ¼” in the gutter will trim off.

Printing Process: web
Paper stock within journal: • Inside pages: 60 # white Sterling gloss. • Covers: 10 point coated two sides.
Type of Binding: Perfect
Halftone: 133

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Two-page insert: 8 ½” X 11 ¼”.
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Stock weight: Maximum 80 # gloss.
Quantity: Amount from “total circulation” plus 10% “additional”. It is recommended that the advertiser contact Corporate Advertising, when an issue has a larger print run.
Closing date: Same as ad closing date.

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