



SCIENTIFIC, TECHNICAL,
AND MEDICAL PUBLISHING
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The essential source for understanding
impaired motor control function...

Movement Disorders

Official Journal of The *Movement Disorder Society*

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GENERAL INFORMATION

1. ISSUANCE:

- a. Frequency: 16 issues, plus a Meeting Program and Abstracts Supplement and two DVDs illustrating clinical disorders.
- b. Mailing Date: Second Monday of each month.

2. ORGANIZATION AFFILIATION:

The Official Journal of The *Movement Disorder Society*

3. STAFF:

- a. Co-Editors-in-Chief: Günther Deuschl, MD., *Christian-Albrechts University, Kiel, Germany* and Christopher Goetz, MD, *Rush University Medical Center, Chicago, IL, USA*
- b. Publisher: Jennifer English
- c. Director of Advertising Sales: Bridget Seay
- d. Advertising Sales Representative:
M.J. Mrvica Associates, Inc.
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4. EDITORIAL:

Movement Disorders publishes articles exploring in depth all aspects of the diagnosis, therapeutics, pharmacology, biochemistry, physiology, etiology, genetics, and epidemiology of motor control mechanisms in disease. The spectrum of clinical disorders represented by the journal includes, but is not limited to: Ataxia, Blepharospasm, Chorea, Dysphonia, Dystonic disorders, Gait disorders, Huntington's disease, Myoclonus, Parkinson's disease, Spasticity, Tardive dyskinesia, Tics and Tourette syndrome, and Tremor. Appropriate subjects include the etiology, diagnosis, management, and basic science of these neurological disorders. Each issue includes full-length, peer-reviewed Original Articles, Reviews, Viewpoints, Historical Reports, Brief Reports, Clinical/Scientific Notes, Videotape Briefs, Patient/Imaging Briefs, and Letters.

5. HOMEPAGES:

Journal: www.interscience.wiley.com/journal/mds
Society: www.movementdisorders.org

6. ACCEPTANCE OF ADVERTISING:

New advertisements are subject to review and approval.

7. SERVICE TO ADVERTISERS:

Reprints: All requests for use of editorial material must be submitted to the publisher in writing and with the author's written permission. Contact the Reprint Department at:
Tel. 1-201-748-8771 • Fax: 1-201-748-6326



CIRCULATION

8. JOURNAL PRINT RUN – 3,277

Circulation – 100% paid.

9. MARKET/READERSHIP:

Neurologists, neurosurgeons, neuroscientists, physical and rehabilitative medicine specialists, pharmacologists, and neurophysiologists.

The principle readers of *Movement Disorders* are the members of **The Movement Disorder Society (MDS)**, an international professional society of clinicians, scientists, and other healthcare professionals, who are interested in Parkinson's disease, related neurodegenerative and neurodevelopmental disorders, hyperkinetic movement disorders, and abnormalities in muscle tone and motor control. In recent years, there has been tremendous growth in new diagnostic information, pharmacological and neurosurgical treatments for movement disorders, as well as a greater understanding of impaired motor control function. *Movement Disorders* offers clinicians and their patients an essential link to this knowledge.

The Movement Disorder Society was founded in 1985 on the initiative of Professors Stanley Fahn and C. David Marsden, whose leadership and vision guided the expansion of clinical expertise and research in this field. The organization merged in 1988 with the International Medical Society for Motor Disturbances.

ADVERTISING RATES

10. DISPLAY RATES:

Frequency	Full Page	1/2 Page	1/4 Page
1 Time	\$1,205	\$825	\$555
3 Times	\$1,170	\$805	\$540
6 Times	\$1,140	\$785	\$525
12 Times	\$1,080	\$750	\$500
24 Times	\$1,050	\$720	\$485
36 Times	\$995	\$690	\$470
48 Times	\$945	\$655	\$445

Classified/Recruitment:

Frequency	Full Page	1/2 Page	1/4 Page
1 Time	\$875	\$600	\$420
3 Times	\$825	\$565	\$400
6 Times	\$785	\$535	\$375
12 Times	\$740	\$505	\$355

11. RATE PROTECTIVE CLAUSE:

Proper notification will be given of any rate changes and contracts may be cancelled at the time the rate change becomes effective without incurring a short-rate adjustment, provided the contract rate had been earned up to the date of cancellation.

12. COLOR RATES:

- a. **Standard color:** \$630
- b. **Matched color:** (PMS) \$825
- c. **4/Color:** \$1,545

13. BLEED:

No additional charge

14. AGENCY COMMISSION:

15% of gross on space and color billing

15. TYPESETTING:

An additional \$120 for any ad, up to 1/2 page, that publisher typesets. Contact representative for full page typesetting charges.

16. INSERTS:

- a. **2-page insert:** 2 times earned black and white rate
- b. **4-page insert:** 4 times earned black and white rate

17. COVER AND PREFERRED POSITION RATES

Premium over earned black & white rate.
Covers are non-cancelable.

Cover 4: 50%

Cover 3: 15%

Cover 2: 35%

First Spread: 10%

Adjacent Table of Contents: 10%

Page Facing First Page of Text: 10%

Spread between TOC and First Editorial: 10%

MECHANICAL REQUIREMENTS

18. AD SIZES:

	Vertical	Horizontal
Full Page	7 3/4" x 10 1/2"	
1/2 page	3 3/4" x 10 1/2"	7 3/4" x 5"
1/4 page	3 1/4" x 5"	
Trim size	8 1/4" x 11"	

19. BLEED SIZES:

8 1/2" width; 11 1/4" depth
Bleed spreads: 17" width; 11 1/4" depth

20. INSERT REQUIREMENTS:

- a. **2 pages:** 8 1/2" x 11 3/8"
80 lb. minimum - 120 lb. maximum
- b. **4 pages:** 17 1/2" x 11 3/8"
60 lb. minimum - 120 lb. maximum
- c. **Business Reply Card:** 1 time earned black & white rate

Note: inserts jog to the top; allow 1/4" at head and 1/8" on all other sides

21. PAPER STOCK:

Body: Celesta #Sterling Litho

22. TYPE OF BINDING:

Perfect binding

23. PROOFS:

Color proofs or progressives must accompany four-color advertising

24. HALFTONE SCREEN:

133 minimum - 200 maximum

25. PRINTING PROCESS:

Offset

26. REPRODUCTION REQUIREMENTS:

Negatives (right-reading emulsion down), positives (right-reading emulsion up), camera-ready work, scotch prints.

27. DIGITAL ADVERTISEMENT:

PDF/X, EPS (saved from Adobe PhotoShop or Adobe Illustrator), and QuarkXpress 3.32 or newer application accepted.

28. ADDRESSES:

- a. **Contracts, insertion orders to:** M.J. Mrvica Associates, Inc.
Tel. 1-856-768-9360 • Fax: 1-856-753-0064
- b. **All printing material, etc. to:**
Lilly Addison, Advertising Sales Coordinator
Tel. 1-201-748-8716 • Fax: 1-201-748-7702
E-mail: Laddison@wiley.com
- c. **Inserts:** Contact publisher for address information

29. CANCELLATIONS:

Any time prior to closing dates. Covers and special positions are non-cancelable. Advertisers not submitting proper notification of cancellation will be liable for payment of the full space booked.