New in 2020!

- Patient Point of Care
- Selections
  A supplement of curated articles on a therapeutic topic
- Microsites

Effective January 1, 2020
Contacts

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S. Andrew Josephson, MD
Department of Neurology, University of California
San Francisco

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JAMA Network Reprint Sales
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Rest of World: 1-856-489-4446

JAMA Neurology publishes peer-reviewed original contributions of interest to clinicians. It provides practicing physicians with access to the latest information from leading centers of neurological research.

“Commentaries in Neurology” is a forum with differing viewpoints on a single subject. Among the journal’s features are “Clinical Trials,” “Neurological Reviews,” and “Images in Neurology,” which serve intellectual interests as well as clinical needs.

JAMA Neurology reaches office- and hospital-based neurologists and child neurologists, and also thought leaders in academia. The journal provides an excellent environment for advertisers of both pharmaceutical products and medical devices.

The JAMA Network of journals allows advertisers to target specialty audiences with more flexibility and value than ever before.
Publication Statistics
Established: 1919; Current title: 2013
Editorial source: peer-reviewed, original manuscripts
Manuscripts submitted, accepted: 1800, 11%
Time from acceptance to publication: average: 6.3 months
Average issue total folio: 40 pages
Average ad/edit ratio: 15:85
Ad placement policy: fair ad rotation front/back from issue to issue

Advertising Policy
Advertising is subject to approval by the American Medical Association (AMA), which reserves the right to decline advertising deemed not in keeping with the publication's standards. Advertising orders are accepted subject to the terms and provisions of the current rate card, and conditions set forth in Principles Governing Advertising in Publications of the American Medical Association, which by this reference are made part of this rate card.

No conditions, printed or otherwise, appearing on insertion orders, billing instructions, or copy instructions conflicting with AMA's stated policies shall be binding on publisher. Positioning of advertising is at discretion of the publisher, except when a preferred position has been confirmed in writing by Advertising Services. Conditions other than rates are subject to change by publisher without notice. All new advertisements should be faxed to Denise Steinhauser at (312) 464-5840 for approval.

Short-Rates and Rebates
Advertisers will be short-rated if they do not attain the frequency upon which their advertising has been billed during the 12-month contract period. Advertisers will be rebated if they earn a more favorable frequency rate.

Issue and Closing Dates
Published monthly. Mailed the first week of the month.

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1p</th>
<th>2/3p</th>
<th>1/2p</th>
<th>1/3p</th>
<th>1/4p</th>
<th>1/6p</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1,678</td>
<td>1,431</td>
<td>1,267</td>
<td>1,003</td>
<td>790</td>
<td>673</td>
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<tr>
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<td>1,630</td>
<td>1,395</td>
<td>1,234</td>
<td>981</td>
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<td></td>
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<td>1,586</td>
<td>1,353</td>
<td>1,194</td>
<td>949</td>
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<tr>
<td>24</td>
<td>1,569</td>
<td>1,342</td>
<td>1,179</td>
<td>941</td>
<td></td>
<td></td>
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<tr>
<td>36</td>
<td>1,457</td>
<td>1,241</td>
<td>1,095</td>
<td>873</td>
<td></td>
<td></td>
</tr>
<tr>
<td>48</td>
<td>1,342</td>
<td>1,152</td>
<td>1,011</td>
<td>803</td>
<td></td>
<td></td>
</tr>
<tr>
<td>72</td>
<td>1,304</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Color

- Matched Color: 830
- 2 Color: 745
- 3 Color: 1,885
- 4 Color: 1,885
- 5 Color: 2,715
- Metallic inks: 1,560
- 4 Color + Metallic: 3,445

No charge for bleed; 4-color rate applies to units with 2 process, standard, and/or matched colors. Call Advertising Services for availability of metallic inks, and 3- or 5-color process.
Premium Positions
Special positions are available on a limited basis for ad units of one page or more. Position cancellations must be made at least 30 days prior to closing date to avoid the premium charge.

<table>
<thead>
<tr>
<th>Position</th>
<th>Additional</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd Cover (4-Color Mandatory)</td>
<td>640</td>
</tr>
<tr>
<td>4th Cover (4-Color Mandatory)</td>
<td>790</td>
</tr>
<tr>
<td>Opp In This Issue</td>
<td>390</td>
</tr>
<tr>
<td>Opp Staff List</td>
<td>390</td>
</tr>
<tr>
<td>Opp 1st Reading</td>
<td>260</td>
</tr>
</tbody>
</table>

Insert Rates
Full-run insert rates are the B&W page rate times the number of insert pages.

Digital Ad Specifications

Digital Files
The preferred digital file format is:
• PDFX-1a

For processing of formats not listed, contact Dan DeGroot, daniel.degroot@ama-assn.org, Phone (312) 464-4290.
Fax (312) 464-5840.

For closing dates see page 3.

Digital Proofing
• Color proofs made from supplied files and meeting SWOP specifications must be provided with data files.
• Include 6 mm 100%, 75%, 50%, 25%, 5% C, M, Y, K patches on color proof.
• Black text and LW file are to be merged and overprint the 3/C underneath.
• Keep all registration marks, color bars, and crop lines outside of 4C bleed.

Instructions/Standards
• All images/scans and Pantone colors must be in CMYK mode.
• Four-color solids should not exceed SWOP density of 300%.
• When supplying digital ads in spread format, it is preferred they be sent as a spread rather than single pages.
• Single-page image area should be no more than trim plus bleed.
• Keep all registration marks, color bars, and crop lines outside of 4C bleed.
• All digital files will be retained for twelve months.

Labeling Requirements
• Issue date, advertiser name, and ad number.
• Agency name, agency contact, and phone number.
• Return address for materials. Discs can be returned to the agency after the ad, in its final form, has been digitally archived by the printer. Printer prefers to keep the original disc until the press run has been successfully completed.
• Directory printout of disc contents must be included.

Digital File (ROB Ads) Shipping Instructions
Send digital files, progressive proof, SWOP standard color proof, conversion material, and color patches in wrapper marked with date of issue to:

Mike Strzyzewski/Imaging
JAMA Neurology (issue date)
Sussex BlueSoho
N64W23110 Main Street
Sussex, WI 53089
(262)-673-1494
mstrzyzews@quad.com
### Ad Page Dimensions

<table>
<thead>
<tr>
<th></th>
<th>STANDARD PAGE</th>
<th>BLEED PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WIDTH</td>
<td>DEPTH</td>
</tr>
<tr>
<td>1 Page</td>
<td>7 in</td>
<td>10 in</td>
</tr>
<tr>
<td>Spread</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4-5/8</td>
<td>10</td>
</tr>
<tr>
<td>1/2 Page/Vertical</td>
<td>3-3/8</td>
<td>10</td>
</tr>
<tr>
<td>1/2 Page/Horizontal</td>
<td>7</td>
<td>4-7/8</td>
</tr>
<tr>
<td>1/3 Page/Vertical</td>
<td>2-1/4</td>
<td>10</td>
</tr>
<tr>
<td>1/3 Page/Horizontal</td>
<td>4-5/8</td>
<td>4-7/8</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-3/8</td>
<td>4-7/8</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>2-1/4</td>
<td>4-7/8</td>
</tr>
</tbody>
</table>

**Trim:** 7-7/8" x 10-1/2". **Safety:** keep live matter 1/4" from trim. If a spread does not align, it can be single pages. If a spread ad is in alignment, it needs to be sent as a spread.

### Insert Specifications

Send samples of insert stock to Production Services.

**2 page:** 8-1/8 in x 10-3/4 in (single leaf), trims to 7-7/8 x 10-1/2

**4 page:** 16-1/4 in x 10-3/4 in folds to 8-1/8 in x 10-3/4 in

**6 page:** 2-page piece (see above for size) should be glued (interleaved) inside the 4-page unit.

**Jog:** to head.

**Trimming:** 1/8" off all 4 sides.

**Safety:** keep live matter 1/4" from trim.

**Stock:** Acceptable basis weights are computed using 500 sheets, 25" x 38", 80# preferred.

**High-bulk stock:** subject to publisher's approval.

**BRCs:** subject to publisher's approval.

**Required insert quantity:** contact production dept.

### Insert Shipping Instructions

**Closing dates:** see page 3. Inserts must be clearly marked on shipping label as to journal, issue date(s), and quantity per issue. Attach a sample of insert to each carton. Ship to:

**Melissa Hum**

*JAMA Neurology (issue date)*

Quad/Graphics, Inc.

555 South 108th Street

West Allis, WI 53214-1145

Inserts will be accepted 7:00 am to 11:00 pm, Monday-Friday on a first come, first served basis. Please call 414-566-3277 for appointment to expedite receiving product. Inserts should be shipped in telescopic cartons (T-boxes). 2 Page Inserts stack head to head. Stack all other inserts with approximately 50 head to foot, and then 50 foot to head. Place sheet of corrugated cardboard every 4-5 inches within stacks of inserts.

or

Pack inserts in standard cartons with 50 head to foot and then 50 foot to head.

- Do not shrink wrap or slip sheet between each book or item.

### Disposition of Material

Contact Production Services if you do not want excess inserts destroyed - there may be a storage charge for holding excess inserts. The agency or advertiser will be contacted if the excess is 10% or more than what was requested by Production Services (312) 464-5713.

### Agency Commission

15% discount will apply to all orders.

### Combined Frequency Savings

All pages in *JAMA* and the *JAMA* Specialty journals combine to determine an advertiser's earned frequency level. ROB full pages, fractionals, and insert pages each count as 1x toward the earned frequency during one contract year.

### Prescribing Information (PI)/Important Safety Information (ISI) Discount:

Advertisers earn a 50% discount beginning with the 3rd PI/ISI page.

### 2020 Advertiser Savings Program (ASP)

The 2020 Advertiser Savings Program is effective with January 1, 2020, insertion orders.

The 2020 Advertiser Savings Program is based on an advertiser's 2019 gross advertising in all of the American Medical Association's print and digital media, except cover tips.

- For example: In 2019 an advertiser placed $4,250,000 in advertising space with the American Medical Association publications. The advertiser will receive a 6.0% savings on all 2019 advertising space, beginning with January 2020 orders.

The Advertiser Savings Program follows all policies pertaining to existing AMA combined earned frequency previously established by the AMA. These combined earned frequency policies are outlined in each AMA publication's rate card. The Advertiser Savings Program applies to recognized advertiser parent companies and their subsidiaries.

### Incentive Level

<table>
<thead>
<tr>
<th>Incentive Level</th>
<th>Savings Rate</th>
<th>Minimum Savings</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ 300,000 to $ 500,000</td>
<td>1.00%</td>
<td>$ 3,000</td>
</tr>
<tr>
<td>$ 500,001 to $ 1,000,000</td>
<td>2.00%</td>
<td>$ 10,000</td>
</tr>
<tr>
<td>$ 1,000,001 to $ 1,500,000</td>
<td>3.00%</td>
<td>$ 30,000</td>
</tr>
<tr>
<td>$ 1,500,001 to $ 2,000,000</td>
<td>3.50%</td>
<td>$ 52,500</td>
</tr>
<tr>
<td>$ 2,000,001 to $ 2,500,000</td>
<td>4.00%</td>
<td>$ 80,000</td>
</tr>
<tr>
<td>$ 2,500,001 to $ 3,000,000</td>
<td>4.50%</td>
<td>$ 112,500</td>
</tr>
<tr>
<td>$ 3,000,001 to $ 3,500,000</td>
<td>5.00%</td>
<td>$ 150,000</td>
</tr>
</tbody>
</table>

For detailed information and your current account status, please contact your account manager.
Basic Program
The Product Continuity Program is a product advertising insertion-based program involving the AMA's JAMA Neurology. The program offers product savings with a minimum of 12 product insertions. The following is the product savings at the 12 insertion level.

Basic Program Savings

<table>
<thead>
<tr>
<th>Minimum Insertions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 insertions per year</td>
<td>10%</td>
</tr>
</tbody>
</table>

Launch Component
New products launched February through December are eligible for the launch component. Advertising of 1 insertion a month results in a 7% discount. Also applies to products with new indications, dosage form-size, etc. You must commit to 1 insertion a month from launch through the end of the year. Should you reach the 12-insertion minimum with your product launch, you will receive the 10% product continuity discount.

Program Conditions
The minimum number of insertions must be met within a calendar year. One full page in JAMA Neurology is the minimum insertion size. For simplicity, and maximum savings, the Product Continuity Program percent savings will be taken off the product’s gross insertion expenditure. The PC discount should be added to the corporation’s Corporate Advertising Savings Program (ASP) earned discount, and the resulting total taken off of the gross insertion cost. If you project that your product will achieve the minimum of 12 insertions for the year, you can begin to realize savings immediately. At your earliest convenience, please notify the AMA's Advertising Services Department at (312) 464-2455 of your product’s planned PC Program participation level. If the product does not meet the minimum 12 insertions during the calendar year, then the product will be short-rated accordingly. If the product is pulled off the market due to an FDA ruling, the accrued savings will stand, and the company will not be penalized for loss of product continuity. All of a product’s indications work together to attain a product’s minimum insertion level.
Cover Tip Advertising

- The issue, with cover tip, will be poly bagged (included in the price)
- Maximum circulation: 150,000
- Regular production deadlines apply (see rate card)
- Cover tips are subject to editorial approval
- Cover Tips over 1/4” thickness may be rejected or may need additional manufacturing
- Cover Tips with multiple pages must be tabbed closed. Do not use perforated tabs
- Cover Tips with a pita pocket must be tabbed closed. Do not use perforated tabs
- Maximum Size: 7” w x 5” h
- Minimum size: 4.5” w x 4” h
- Preferred Stock: 80# textbook
- Maximum Weight: 8pt or 120#
- Bleed 1/8” (7-1/4 x 5-1/4)
- Margin for live matter is 3/8” from trim edge
- Required Spoilage by Circulation:
  - 0-25,000 = 20%
  - 25,001-50,000 = 15%
  - 50,001-100,000 = 10%
  - Over 100,000 = 7%

Shipping information:
Denise Steinhauser (samples only)
American Medical Association
330 N. Wabash Avenue
Chicago, IL 60611-5885

Melissa Hum (samples & materials)
JAMA Neurology (issue date)
Quad/Graphics, Inc.
555 South 108th Street
West Allis, WI 53214-1145

Digital Rates and Placements

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate</th>
<th>728 x 90</th>
<th>120 x 600</th>
<th>160 x 600</th>
<th>300 x 250</th>
<th>300 x 600</th>
</tr>
</thead>
<tbody>
<tr>
<td>Run of Site</td>
<td>$85, CPM</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Geo-Targeting</td>
<td>$120, CPM</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Affinity Targeting</td>
<td>$200, CPM</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Ads on Articles</td>
<td>$130, CPM</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Mobile</td>
<td>$85, CPM</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Riser</td>
<td>$130, CPM</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prestitials*</td>
<td>$200, CPM</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Email Alert**: e-ToC</td>
<td>$3000, Flat</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email Alert**: Online First</td>
<td>$2000, Flat</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>International ROS</td>
<td>$100, CPM</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

*Prestitial placements generally run a 300 x 250 banner; however, other ad units are possible once online services tests the unit for performance.

Available Placement Type Definition

<table>
<thead>
<tr>
<th>Placement</th>
<th>Definition</th>
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</thead>
<tbody>
<tr>
<td>Run of Site</td>
<td>Banner placements. Special targeting options available include: Geo-Targeting, User Content “Affinity,” and Mobile only.</td>
</tr>
<tr>
<td>Geo-Targeting</td>
<td>Banners served based on visitor location, such as metro/zip code, city, region/state, or country.</td>
</tr>
<tr>
<td>Affinity Targeting</td>
<td>Banners served based on identified clinical/subject affinities of site visitors.</td>
</tr>
<tr>
<td>Ads on Articles</td>
<td>Banner placements only on Article content pages.</td>
</tr>
<tr>
<td>Mobile</td>
<td>Placement on Mobile/Smartphone screen sizes formatted using responsive design.</td>
</tr>
<tr>
<td>Riser</td>
<td>728 x 90 placement on research content pages. Banner “rises” from bottom of page to float over content.</td>
</tr>
<tr>
<td>Prestitials</td>
<td>Sole banner placement within single position page that surfaces on page load. Page content is obscured to ensure maximum focus on centered banner placement.</td>
</tr>
<tr>
<td>Email Alerts</td>
<td>Top position placement on JAMA alert sent to subscribers. Alert types include eTOC, Key Content, and Online First.</td>
</tr>
</tbody>
</table>
Poly Bagging of Advertising/Marketing Material
Advertisers may mail their materials with the publication inside a poly bag. Materials may include: outserts, dosage cards, sell sheets, and brochures. Materials will run off the back cover. An advertiser may choose the full circulation or use a list match.

Outsert specs
- The issue, with outsert, will be poly bagged (included in the price)
- Regular production deadlines apply (see rate card)
- Outserts are subject to editorial approval
- Outserts over 1/4” thickness may be rejected or may need additional manufacturing
- Outserts with multiple pages must be tabbed closed. Do not use perforated tabs
- Outserts with a pita pocket must be tabbed closed. Do not use perforated tabs
- Maximum Size: 7 7/8” x 10 ¾” (trimmed size of publication)
- Minimum Size: 4.5” x 4”
- Preferred Stock: 80# textbook
- Maximum Weight for 2 page outsert: 16 pt
- Required Spoilage by Circulation:
  - 0-25,000 = 20%
  - 25,001-50,000 = 15%
  - 50,001-100,000 = 10%
  - Over 100,000 = 7%

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AMA Publications
JAMA (Journal of the American Medical Association)
JAMA Cardiology
JAMA Dermatology
JAMA Internal Medicine
JAMA Neurology
JAMA Oncology
JAMA Ophthalmology
JAMA Otolaryngology – Head & Neck Surgery
JAMA Pediatrics
JAMA Psychiatry
JAMA Surgery