

# HEADACHE

The Journal of Head and Face Pain



## Advertising & Sales Office

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## Publisher & Editorial Office

Wiley-Blackwell ~ John Wiley & Sons, Inc.  
350 Main Street  
Malden, MA 02148

**Publisher:** Shawn Morton

## Circulation

**TOTAL CIRCULATION:** 1,266

### COVERAGE AND MARKET:

**Coverage:** United States

**Markets Served:** Neurologists, Headache Specialists, and Primary Care Physicians.

## Editorial Information

**Editor:** John F. Rothrock

*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.

**Origin of Editorial:** 100% submitted

-Acceptance of articles is solely determined by the Editorial Board based on rigorous peer-review.

## Advertising Information

**EARNED RATES:** Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

**AGENCY COMMISSION:** 15% (subject to withdrawal on accounts not paid within 60 days of invoice date)

### ADVERTISING PAGE RATES

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1070	\$708	\$540
6x	\$1000	\$640	\$485
10x	\$965	\$605	\$465
20x	\$938		

**INSERTS:** Rates are determined using the black and white earned rate per number of insert pages, plus 10%. Please check with your sales rep for print run quantity before sending inserts.

**OTHER SERVICES AVAILABLE:** Bellybands, outserts, business reply cards, reprints, sponsored subscriptions and online advertising.

### BONUS DISTRIBUTION ISSUES:

Conference	Dates	Issue
AAN	Apr 10-17, 2010	March
ANA	Sep 12-15, 2010	TBD

### COLOR RATES:

In addition to earned B&W Rate:

Standard: \$480

Matched: \$720

4-Color Process: \$1220

### COVER & PREFERRED POSITIONS:

In addition to earned B&W Rate:

2nd Cover: 35%

3rd Cover: 25%

4th Cover: 50%

Opposite Table of Contents: 15%

Positions available on a non-cancelable basis.



## Advertising Information (continued)

### ISSUANCE & CLOSING DATES

Frequency: 10x per year

### Closing Dates:

Frequency	Ad Placement	Material Due	Mailing Date
January	11/24/09	12/01/09	1/07/10
February	12/28/09	1/04/10	2/04/10
March	1/19/10	1/29/10	3/03/10
April	2/26/10	3/04/10	4/05/10
May	3/25/10	4/01/10	5/04/10
June	4/21/10	4/30/10	6/02/10
July/Aug	6/08/10	6/15/10	7/16/10
September	7/27/10	8/03/10	9/02/10
October	8/27/10	9/06/10	10/05/10
Nov/Dec	10/05/10	10/12/10	11/12/10

## Mechanical Requirements

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

### PAGE SIZES, NON-BLEED

	Width	Depth
Full Page	7"	10"
Half Page Vertical	3-1/2"	10"
Half Page Horizontal	7"	5"
Quarter Page	3-1/2"	5"

### PAGE SIZES, BLEED

	Width	Depth
Full Page	8-1/2"	11-1/8"
Half Page Vertical	4-5/16"	11-1/8"
Half 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): Contact Advertising Traffic Coordinator at [adtraffic@wiley.com](mailto:adtraffic@wiley.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.
- 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.
- 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.

### PAPER STOCK

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

### HALFTONE SCREEN: 133

### 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.

### 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.

### CONTACTS:

**Ship all Advertising Material as well as two Insert Examples to:**  
Wiley-Blackwell

Attn: Advertising Traffic Coordinator  
Headache, Vol \_\_\_\_, Issue \_\_\_\_  
350 Main Street  
Malden, MA 02148-5018

### Ship Inserts to:

The Sheridan Press  
Attn: Lisa Harrold  
Headache, Volume \_\_\_\_, Issue \_\_\_\_  
450 Fame Avenue  
Hanover, PA 17331  
Phone: 800-635-7181

### ADDITIONAL INFORMATION

For additional information, please see our PDF specifications available at: [http://www.blackwellpublishing.com/authors/web\\_printspec.pdf](http://www.blackwellpublishing.com/authors/web_printspec.pdf).

## Advertising Incentive Programs

Please contact your Advertising Sales Representative to inquire about any available Advertising Incentive Programs, customized media programs or additional special offers from Wiley-Blackwell.