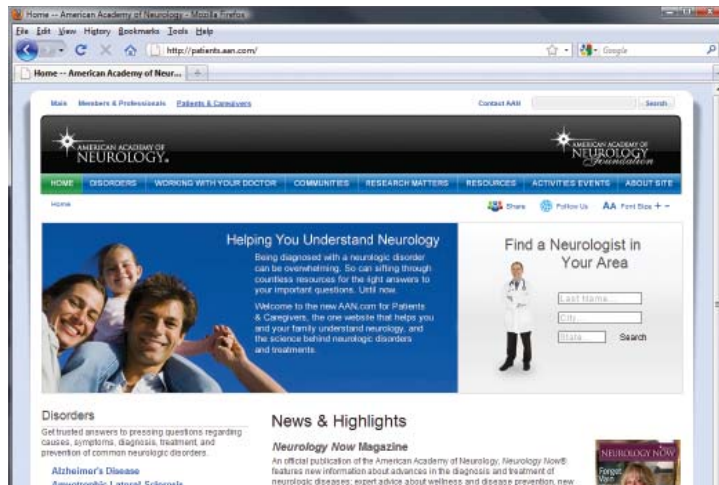


## 2010 Advertising Rates & Information



### About Your Audience: Patients and Caregivers

The patient/caregiver site for American Academy of Neurology's website, AAN.com, focuses on public education and providing comprehensive information for neurologic patients, their caregivers, and the curious general public.

### Why AAN.com?

Web traffic to AAN.com's public site continues to steadily increase, as more neurologists refer their patients to the site. AAN.com presents reliable information from the source all patients trust—their neurologist—providing trusted answers to their questions on more than 250 neurologic disorders. Highlights include:

- Disorder-specific overviews using the latest National Institutes of Health data
- AAN evidence-based medicine guideline summaries for patients and families
- Patient stories to offer inspiration, hope, and encouragement
- Find a Neurologist search tool for connecting with a physician
- Tips on how to prepare for an office visit, and much more

### Patients/Caregivers Website Traffic

Current average number of page views to the patients/caregivers site is more than 175,000 per month, and the average number of sessions is more than 13,700 per month.

### About the AAN and AAN Foundation

The American Academy of Neurology is an international professional association of more than 21,000 neurologists and neuroscience professionals dedicated to providing the best possible care for patients with neurological disorders.

The AAN Foundation is an independent 501(c)(3) organization dedicated to furthering the goals of the American Academy of Neurology by supporting education and research in neurology, and improving patient care, quality of life, and public understanding of brain and other neurologic disorders.

### Looking for Additional Advertising Opportunities?

Increase your visibility with advertising on our member site. Extend your message to physicians, researchers, practice managers, and other neurology professionals: [www.aan.com/go/about/advertising](http://www.aan.com/go/about/advertising)

### Order online advertising on AAN.com today!

## ONLINE AD RATES

CPM (Cost per thousand impressions) \$25.00

CPM based on ROS (run-of-site) placements. Prices are subject to change.

## TO SUBMIT AN ORDER

Email and/or fax your signed insertion order (IO) to Tom Lewis, your Online Sales Representative. He will email or fax back a countersigned IO for the campaign with your IO name and reference number where appropriate.

Supply all ad creatives via email, citing the IO name and reference number.

### Contact:

Tom Lewis  
 American Academy of Neurology  
 1080 Montreal Avenue  
 Saint Paul, MN 55116  
 Email: [tlewis@aan.com](mailto:tlewis@aan.com)  
 Tel: (651) 695-2763  
 Fax: (651) 361-4863

## AD TECHNICAL SPECIFICATIONS

### Standard Ad Sizes:

- 300 x 250 (Parent: 40k, subsequent children: 20k, max: 100k)

### Acceptable Media Types:

- JPEG
- GIF
- Flash (versions up to 9)

### Trafficking Rules:

- Ad animations may not exceed 15 seconds cumulative (including loops)
- Ads may loop up to 3 times
- All flash banners must have a gif backup file
- All ads must have standard clickTag variable support
- No audio or video unless activated by user interaction (not rollover interaction)
- Video streams must be flv-based and are limited to 30 second spots
- Child/Parent Flash banners are allowed as long as they meet the size requirements specified for the particular banner dimensions

## DESIGN RULES:

- Ad design cannot replicate existing AAN.com design that makes it appear to be part of the non-advertisement content
- Animations should not contain movement in excess of 40% of the ad's surface area

## SUBMISSION RULES:

- All ads must have unique names including the dimensions of the banner, abbreviated appeal name, and abbreviated year delimited with an underscore (i.e., "wntCnf\_08\_300x250.swf"). Child/parent banner configurations require that child banners use the same naming convention be appended with "\_a", "\_b", and so on (i.e., "wntCnf\_08\_300x250\_a.swf" would be a child banner of the previous example)
- Every ad set (one or more banners submitted at once) must be accompanied by a text file (".txt") with a list of destination URLs for each parent banner; the file name and URL should be separated by a single space. They should be formatted like this:  
 wntCnf\_08\_300x250.swf <http://www.aan.com/directory1>  
 wntCnf\_08\_300x250.swf <http://www.aan.com/directory2>  
 wntCnf\_08\_300x250.swf <http://www.aan.com/directory3>

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### ACCEPTABLE ADVERTISING

All advertisements are subject to approval by the American Academy of Neurology, which reserves the right to reject or cancel any advertisement or sponsorship at any time; this includes, in particular, any content that is deemed to conflict with the organization's mission or in any way reflects negatively on the organization, or competes with the organization's products and services, whether perceived or implied. All types of advertising not described above will be reviewed on a case-by-case basis. Such advertisements include, but are not limited to:

- Tobacco
- Firearms
- Alcohol

Approvals may take up to seven days.

### PAYMENT AND CANCELLATION POLICY

All orders will be billed prior to run date and are due within 10 days of receipt of invoice.

Cancellations must be received in writing seven days prior to run date. All cancellations will be subject to a 20% administrative fee. If you choose to cancel mid-campaign, you will be refunded the prorated amount for the remainder of the campaign, less a 20% administrative fee.

Note: All cancellations must be made in writing.

Please call Tom Lewis at (651) 695-2763 to confirm receipt of cancellation.

### AAN ONLINE ADVERTISING TERMS AND CONDITIONS

1. All advertisements are subject to approval of the American Academy of Neurology ("AAN" or "Publisher"), which reserves the right to reject or cancel any advertisement at any time submitted by Agency or Advertiser ("You").
2. All online advertisements (including but not limited to banner ads) will be reviewed for content and technical requirements, and approved by an appropriate AAN representative.
3. Online ads (including banner ads and email ads) must include the manufacturer's name.
4. Representations and Warranties. You represent and warrant that each advertisement and any material submitted herein: (i) comply with all applicable laws, statutes, ordinances, and regulations; (ii) do not breach and have not breached any duty toward or rights of any person or entity including, without limitation, rights of intellectual property, publicity or privacy, or rights or duties under consumer protection, product liability, tort, or contract theories; and (iii) are not pornographic, hate-related, or otherwise violent in content.
5. You agree to indemnify, defend and hold AAN, its agents, affiliates, subsidiaries, directors, officers, employees, and applicable third parties (e.g., relevant advertisers, syndication partners, licensors, licensees, consultants, and contractors) (collectively "Indemnified Person(s)") harmless from and against any and all third party claims, liability, loss, and expense (including damage awards, settlement amounts, and reasonable legal fees), brought against any Indemnified Person(s), arising out of, related to or which may arise from Your advertisements, and/or Your breach of any term of these Terms and Conditions.
6. No Guarantee. Publisher makes no guarantee regarding the level of impressions of advertisements or clicks on any advertisement, the timing of delivery of such impressions and/or clicks, or the amount of any payment to be made to advertiser or agency under this agreement. In addition, Publisher does not guarantee the AAN website will be operable at all times.
7. No Warranty. PUBLISHER MAKES NO WARRANTY, EXPRESS OR IMPLIED,

INCLUDING WITHOUT LIMITATION WITH RESPECT TO ADVERTISING, LINKS, SEARCH, REFERRALS, AND OTHER SERVICES, AND EXPRESSLY DISCLAIMS THE WARRANTIES OR CONDITIONS OF NONINFRINGEMENT, MERCHANTABILITY, AND FITNESS FOR ANY PARTICULAR PURPOSE. TO THE EXTENT ADS, LINKS, AND SEARCH RESULTS ARE BASED ON OR DISPLAYED IN CONNECTION WITH NON-PUBLISHER CONTENT, PUBLISHER SHALL NOT HAVE ANY LIABILITY IN CONNECTION WITH THE DISPLAY OF SUCH ADS, LINKS, AND SEARCH RESULTS.

8. Advertorials are not accepted on Publisher's website or email service.
9. You shall not use AAN name or marks without AAN's prior written approval.
10. All advertising contract position clauses are treated as requests. Since advertising inventory constantly changes, Publisher cannot guarantee fixed positioning.
11. Publisher may change the terms set forth herein at any time, provided that no such change applies to advertisements whose closing date precedes the change. You are responsible for checking terms and conditions from time to time for changes. Publisher is not required to give notice.
12. This document constitutes the entire agreement between the parties with respect to this subject matter, and there are no representations, understandings or contracts that are not fully expressed therein. No amendment, change, waiver, or discharge shall be valid unless in writing and signed by both parties.
13. In the event of nonpayment, Publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher.
14. Advertisements for products (including, but not limited to, FDA products) that are subject to the US Food and Drug Administration (FDA) oversight must comply with FDA regulations regarding advertising and promotion.
15. External websites shall not frame Publisher's content without expressed permission, unless content is expressly deemed as frameable (i.e., RSS feeds); shall not prevent the viewer from returning to the Publisher's website or previously viewed screens, such as by disabling the viewer's "back" button; and shall not redirect the viewer to a website the viewer did not intend to visit.
16. Publisher has sole discretion whether to accept or not accept an advertisement for any reason.
17. Advertisements on Publisher's website may appear as fixed banners or as rotating advertisements. Pop-ups, as well as contextual advertisements, are prohibited on any page of the website.
18. Advertising is separate from content. Advertisers and sponsors shall have no advance knowledge of editorial content, nor do the editors shape content to accommodate advertising. Publisher will not sell advertising for a specific product on the condition that it appear in the same location, and at the same time, as a specific article mentioning that product. Advertisers shall not influence any editorial decisions or advertising policies.
19. Selected areas of the website are not available for advertisement and sponsorship activities.
20. Advertisers shall have no control or influence over the results of searches that a user may conduct on Publisher's website. Search results are based solely on the functionality available through Publisher's own search software (e.g., keywords or natural language) and user-defined criteria (e.g., displaying most recent or most relevant items first).



1080 Montreal Avenue  
Saint Paul, MN 55116