

# StrokeSmart™

Connecting Advertisers with Stroke Survivors and Caregivers



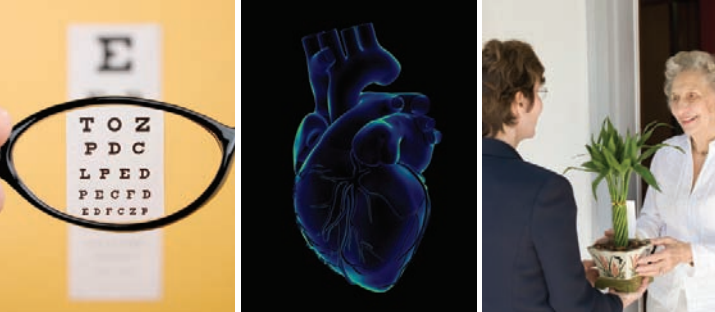
There's no better way to reach stroke survivors.



National Stroke  
Association™

[www.stroke.org](http://www.stroke.org)

2010 Advertiser Media Kit



## Information & Demographics

Every 45 seconds someone in the United States has a stroke.

### What is *StrokeSmart*™?

*StrokeSmart*™, the official publication of the National Stroke Association, is an upbeat, how-to guide that helps stroke survivors, family members and caregivers learn to live with stroke. *StrokeSmart*™ educates readers on therapies, medical treatments, products and services available to help stroke survivors with recovery, rehabilitation, prevention and improving their lifestyle after a stroke.

Stroke changes lives. There are more than 6 million stroke survivors in this country and their caregivers are in desperate need of service and product information to aid in their recovery. *StrokeSmart*™ tackles this challenge.

*StrokeSmart*™ has a loyal following that reads the magazine cover-to-cover because it provides actionable information to help with recovery. Our readers recognize that advertisers in *StrokeSmart*™ offer products and services relevant to their ongoing rehabilitation, recovery and lifestyle after stroke.



### Why Advertise in *StrokeSmart*™?

*StrokeSmart*™ puts advertisers in front of stroke survivors and caregivers who are eager for information and solutions to their challenges. *StrokeSmart*™ readers are part of the core decision-makers that account for more than \$69 billion in annual spending for stroke-related products and services.

Stroke is a \$69 billion market growing daily. With the Baby Boomer generation coming around the corner, the demand for treatments, services and products has never been greater.

# Stroke is the leading cause of disability in the United States.

*StrokeSmart*<sup>™</sup> reaches more than 250,000 stroke survivors, caregivers and medical professionals throughout the country. *StrokeSmart*<sup>™</sup> readers are leading the purchasing decisions that will account for the \$69 billion spent this year on stroke-related products and services.

## Total Distribution: 100,000

Total Readership: More than 250,000 (single issue)

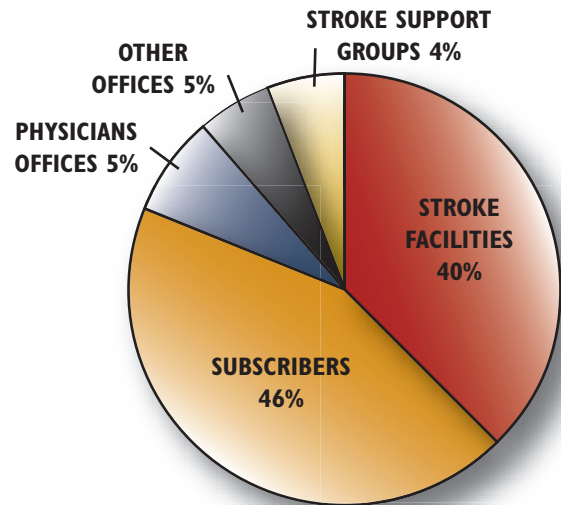
## Primary Distribution — All Direct Request

- Home Subscriptions
- Stroke Centers
  - Acute Care Facilities
  - Inpatient/Outpatient Rehabilitation Centers
  - Neurological Clinics

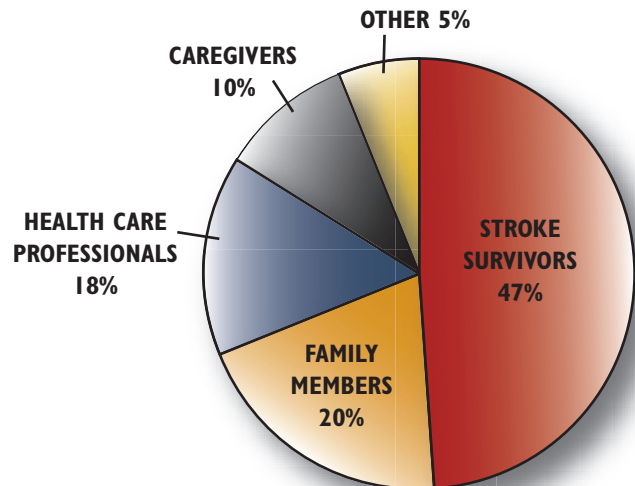
## Additional Distribution — All Direct Request

- Support Groups
- Physician Offices
- NSA Affiliate Chapters

## Distribution Channel



## Readership Profile





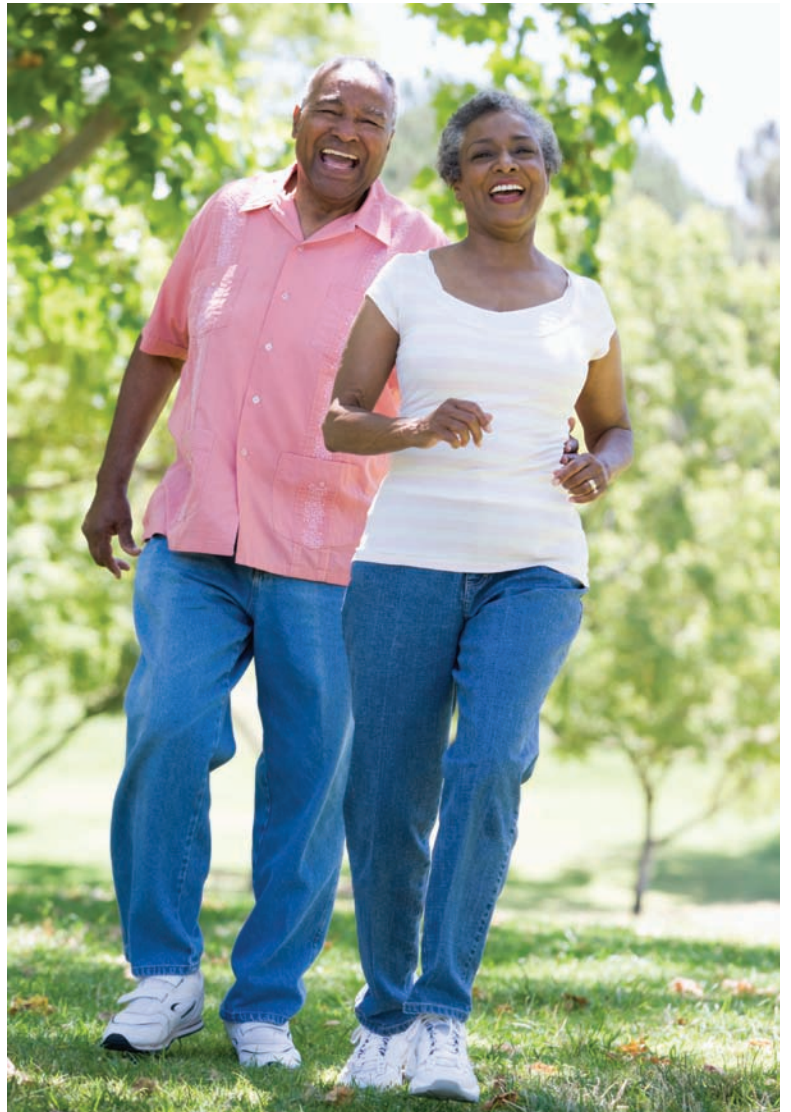
## Relevant Content

Ensure your advertising message gets read. Place your advertisement next to content that readers look forward to reading every issue. The following columns and departments are written by experts and stroke survivors exclusively for *StrokeSmart*<sup>™</sup> and create the core of the magazine's content.



### Rehabilitation and Recovery

There are more than 6 million people in the United States who have survived a stroke and are living with the after-effects. *StrokeSmart*<sup>™</sup> educates stroke survivors and caregivers on the numerous rehabilitation options. We discuss therapy programs and the many at-home rehabilitation products on the market today that could help with issues such as vision loss, aphasia, swallowing problems, spasticity, pain and more.



*StrokeSmart*<sup>™</sup> addresses an urgent need for a growing number of stroke survivors and caregivers.

# StrokeSmart™ is a key component in helping advertisers reach their target audience.

## Lifestyle

A stroke changes life but stroke survivors still have a lot of life to live. This column offers stroke survivors ideas and solutions on fashion, relationships, sports, recreation, hobbies, home remodeling and other related topics.



## Caregivers Corner

Stephanie Mensch, wife of stroke survivor Paul Berger, has been a caregiver for more than 20 years. Each issue she helps other caregivers navigate their dynamic role. Her wisdom, practical suggestions and sense of humor keep readers coming back for more.

## Prevention

Research has shown that 25 percent to 40 percent of stroke survivors will have another stroke within five years of their first stroke. Every issue of StrokeSmart™ discusses the risk factors and guidelines for preventing a recurrent stroke. It takes a closer look at afib, TIA, high blood pressure, cholesterol, diabetes, exercise and diet.





# Rates & Specs

## Ad Rates

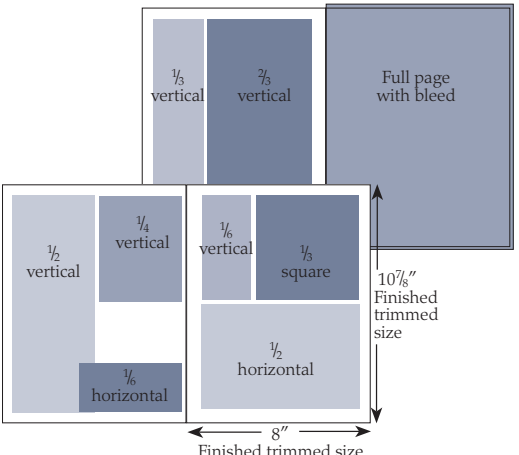
Frequency	1x	3x	4x
Inside Front Cover	\$14,400	\$12,960	\$11,660
Inside Back Cover	\$12,000	\$10,810	\$9,730
Back Cover	\$16,800	\$15,120	\$13,700
Spread	\$18,240	\$16,440	\$14,790
Full Page	\$9,600	\$8,650	\$7,780
2/3-Page	\$6,730	\$6,060	\$5,450
1/2-Page	\$5,280	\$4,750	\$4,280
1/3-Page	\$3,650	\$3,280	\$2,960
1/4-Page	\$2,880	\$2,590	\$2,330
Marketplace-Per Unit	\$930	\$780	\$630

## Close Dates

Issue	Space Closing	Materials Due
Winter 2010	11/16/09	11/23/10
Spring 2010	2/16/10	2/22/10
Summer 2010	5/14/10	5/24/10
Fall 2010	8/16/10	8/24/10
Winter 2011	11/16/10	11/23/10

## Ad Sizes

	Non-Bleed	Bleed
Full page	7x9.875	8.5x11.25
2 pg Spread	15x9.875	16.5x11.25
	Vertical	Horizontal
2/3-Page	4.625x9.875	N/A
1/2-Page	3.5x9.875	7x4.75
1/3-Page	2.125x9.875	4.5x4.75
1/4-Page	3.375x4.75	N/A
1/6-Page	2.25x4.75	4.5x2.375
Marketplace	2.25x3.25 per unit	



## Ad Specs

Materials not submitted in an acceptable format or received after the due date might be subject to production fees and/or late fees. If you need an advertisement created, our in-house agency can develop and design an advertisement, call advertising coordinator for pricing and details.

### Size

If your document is not built to the correct size, the final output might not be what you expect. With spreads, we do not guarantee perfect alignment of type or graphics across the gutter.

Include all of the images used in the ad. All images placed in documents must either be TIFF or EPS file formats. Color images placed in the ad must be CMYK. Any RGB images will be converted; allow for color variation in conversion.

### Live Area

Information placed less than .375" from trim edge risks being cut off and displaying incorrectly.

### Format

- Submit ads exactly to size. Refer to the ad size chart (bottom left).
- Adobe PDF — High-resolution, press output setting with all marks turned off; fonts & images (CMYK @ 300 dpi) embedded
- Adobe Illustrator — CMYK, fonts converted to outlines, images embedded
- Adobe Photoshop — CMYK @ 300 dpi, flattened TIFF or EPS
- Adobe InDesign — fonts, images (CMYK @ 300dpi)
- QuarkXPress — fonts, images (CMYK @ 300 dpi)

### Fonts

Send both screen and printer fonts for the ad. No PC fonts. Please use Postscript fonts and avoid TrueType fonts.

### Images

### Material Submissions

- Ads under 10 mb in size after compression can be provided as an attachment via e-mail to: [art@evergreencustommedia.com](mailto:art@evergreencustommedia.com).
- Ads from 10 mb to 80 mb in size after compression can be transmitted via FTP. For instructions, contact advertising coordinator.
- Ad files larger than 80 mb in size must be provided on CD. All submissions must include date submitted, issue month, advertiser or agency name, contact name, phone number and file names.

### Miscellaneous

StrokeSmart™ is not responsible for errors or color discrepancies on ads not accompanied by a proof. The publisher and printer will not be responsible for matching color when a color correct SWOP certified is not submitted.

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