



American Heart Association® | American Stroke Association®

Learn and Live...

ADVERTISER MEDIA KIT 2010

SC

STROKECONNECTION

StrokeAssociation.org

**Stroke-Targeted
Audience**

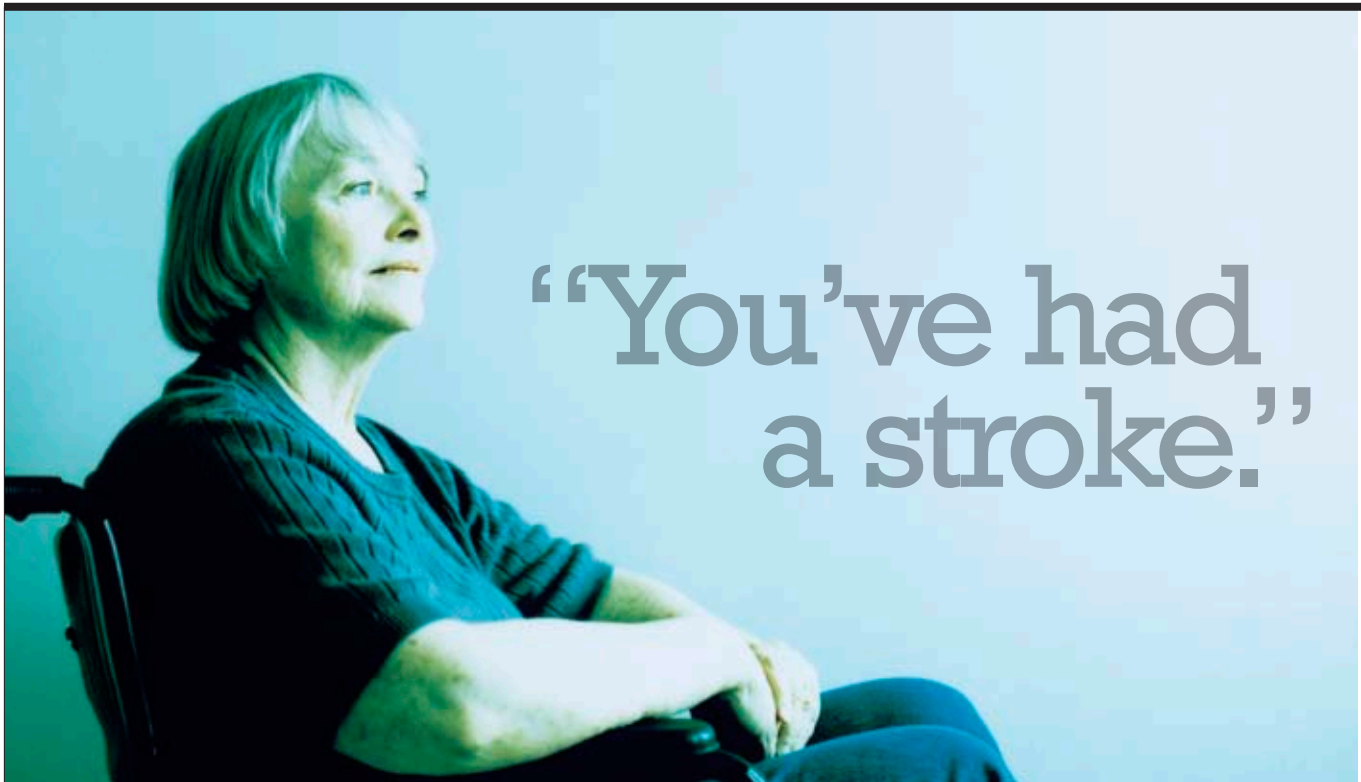
**99 Percent
Direct-to-Home
Distribution**

**Relevant
Editorial Content**

**Engaged
Readership**

**Connect
with those Living
with Stroke**

Discover the benefits
of advertising with the
nation's most reputable
stroke publication.



Between those four words lies much more. “You may never be able to read again.” “You may never be able to walk without assistance again.” “You’ll have to learn to tie your shoes, get dressed, bathe, cook and eat using only one hand.” “You’ll know what you want to say, but you won’t be able to say it.” These are just a few of the implications that can hide behind the simple statement, “You’ve had a stroke.”

Stroke is a disease that, by its very nature, makes survivors feel isolated. They believe no one understands what they’re going through. Stroke may also be isolating for family caregivers who work tirelessly and selflessly at a job they never asked for, taking care of the survivor, often forced into roles they never expected.

Stroke Connection fills some of this isolating void. Stroke families share the best and worst of their life-after-stroke experiences and remind each other that there are several million people who’ve experienced similar challenges, isolation, pain and frustration and who continue to recover, one day at a time, and lead quality lives.

95% of **Stroke Connection** readers tell us it is important to extremely important that they continue receiving the magazine. It fills a gap that their doctors can’t, bringing new information into their homes every two months, bringing hope and inspiration to strive for greater independence and bringing the invaluable message that they are not alone.

DEBI MCGILL | EDITOR-IN-CHIEF | STROKE CONNECTION

For over fifteen years,

Stroke Connection has been reaching a national audience of stroke survivors and their families with valuable information for life after stroke, including guidance on reducing the risk of recurring stroke. Readers are captivated by our updates on treatments and research, feature articles on conditions resulting from and contributing to stroke and uplifting recovery stories from stroke survivors and family caregivers.



“Blessings for an outstanding publication that was better than any support group. I read your magazine cover to cover and find so many articles that have made my journey so much better.”

~ Stroke Survivor Rosemary Henley, Springfield, Missouri

Stroke Connection is published by the American Stroke Association (ASA), a division of the American Heart Association. For over seventy-five years, the AHA has been dedicated to reducing disability and death from stroke through research, education, fund-raising and advocacy.

Stroke Connection is a 4-color magazine published 6 times per year with a circulation of over 100,000 per issue. This magazine reaches over 400,000 stroke survivors, family members and caregivers.

Find out more about how you can reach this valuable niche market with your message, contact:

Lyanne Dupra
Advertiser Director
Direct: 703-647-6242
Fax: 703-647-6259
lyanne@capitolmediasolutions.com



The Strength of Connection...



Credibility

For over 75 years, the American Heart Association has been a leader in heart health research and education.

Longevity

For over 15 years, **Stroke Connection** has been educating and supporting stroke survivors and family caregivers.

Accessibility

99% of **Stroke Connection's** distribution is direct-to-home.

Relevancy

Stroke Connection offers in-depth articles on important health conditions and expert content developed in cooperation with the American Stroke Association's organizational alliances such as the American Speech Language & Hearing Association and the American Physical Therapy Association.

Visibility

Stroke Connection maintains a balanced advertisement to editorial ratio. Your messages are seen alongside content of interest.

Loyalty

Stroke Connection offers content written by our readers, for our readers. The beautiful design specifically enhances readability for a stroke survivor audience. Just a couple of the reasons subscribers stay with us for years and read every issue cover to cover.

“Being able to read the words of other stroke survivors and caregivers is like visiting with people who ‘get it.’ Thank you.”

~ Stroke Survivor Lita Lappin,
Sacramento, California

What do our advertisers say?

The **Stroke Connection** staff was easy to work with and went the extra mile to meet our needs. The ad they created for our stroke shoulder pain clinical study was professional, eye-catching, and resulted in many patient inquiries. **Stroke Connection** is an excellent tool to inform the stroke community about clinical studies and help meet recruitment needs.

Jeffrey A Demchak, MS
 Manager, Clinical Research
 NeuroControl Corporation



Dear Michelle,

I hope this brief note finds you well. I just wanted to take a moment to let you know how very pleased we are with the results of our advertising in **Stroke Connection**. As a start up business, I'm sure you can appreciate that each expenditure we make must be validated by results. I can confidently say that our advertising in **Stroke Connection** over the past two years has played a significant role in helping Saebo Inc. to position itself as a leader in the development of innovative and clinically relevant stroke rehabilitation products.

Your dominant popularity with our target audience has been reinforced consistently in our customer survey data. When asked "How did you find out about Saebo Inc.?" the overwhelming majority of stroke survivors contacting our office reply that they saw our ad in **Stroke Connection**. There's no better proof of the effectiveness of our advertising dollars.

On a personal note, it's always an added benefit when the people you work with are as pleasant, responsive and professional as the team at **Stroke Connection**. Whether we're rushing to make copy changes for an upcoming deadline or discussing ad placement, everyone at your publication has been first rate in their customer service and quality assurance. In today's fast paced world, we often only hear about the problems or complaints. I wanted to take a moment to share with you how truly pleased we are with the service of your company. We at Saebo look forward to a long relationship with **Stroke Connection** and view you as a valued business partner.

Best Regards,

Janet Snyder PT
 Director of Clinical Operations and Research Coordinator
 Saebo Inc.

2010 Editorial Calendar

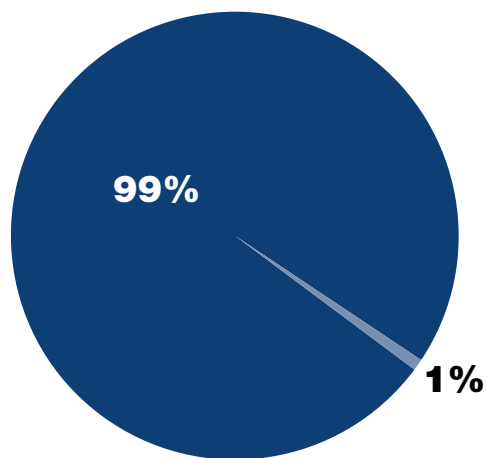
The Editorial Calendar is a guide and is subject to change.

Jan/Feb 10	Golfing Brings Survivors Together	Tai Chi	Caregiver Inspirational Story	Personal Health Records
Mar/April 10	Pediatric Stroke	Falls & Balance	Disability-Friendly Bedrooms	Story of Inspiration
May/June 10	Managing Feelings after Stroke	Communication Challenges	Story of Inspiration	Books & Resources
July/Aug 10	Rehabilitation Advances	Spatial Neglect	Story of Inspiration	Social Networking
Sept/Oct 10	Young Stroke Survivor Issues	Communication Challenges	Story of Inspiration	Vehicle Modifications
Nov/Dec 10	Focus on Family Caregivers	Physical Challenges	Story of Inspiration	Books & Resources

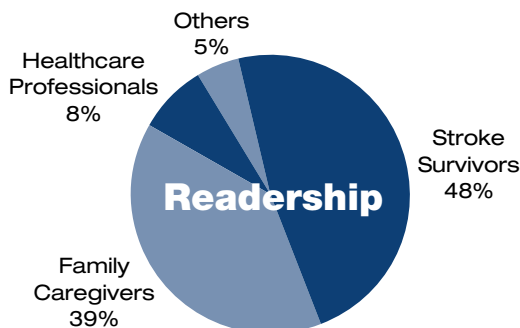
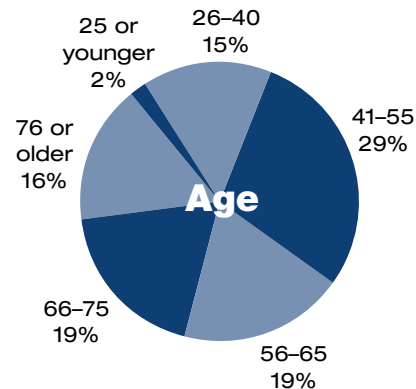
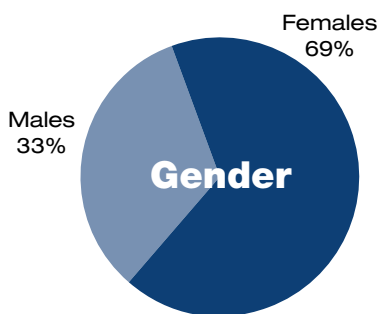
Stroke Connection Circulation: 100,000

Stroke Connection Demographics

Stroke Connection Distribution Channels



- Individual Subscriptions into the Home: 99%
- Bulk Subscriptions to Facilities: 1%



2010 Ad Rates

(no additional charge for color)

Ad Size	1X Rate	3X Rate	6X Rate
Full Page	\$10,590	\$9,530	\$8,470
1/2 Page	\$5,530	\$4,980	\$4,425
1/4 Page	\$2,942	\$2,648	\$2,335
1/6 Page	\$1,750	\$1,575	\$1,400

2010 Submission Deadlines

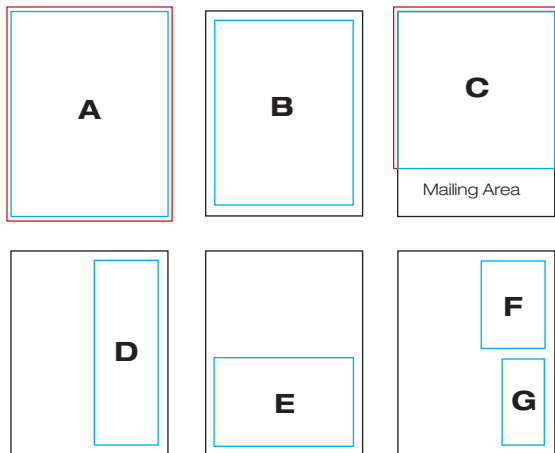
2010 Issue	Space Closes	Artwork Due
January/February	11-13-09	11-20-09
March/April	01-21-10	01-28-10
May/June	03-25-10	04-01-10
July/August	05-20-10	05-27-10
September/October	07-21-10	07-28-10
November/December	09-21-10	09-28-10

Magazine Ad Sizes

Note: Publication trim size is **8.25 X 10.75**

Full page, full bleed ad specs listed below **include .125" bleed** (shown in red)

Ad Size	Width	Depth
A: Full page, full bleed	8.5	11
B: Full page, no bleed	7.75	10.25
C: Back cover, full bleed	8.5	8.75
D: 1/2-page vertical	3.5	9.5
E: 1/2-page horizontal	7.25	4.75
F: 1/4-page	3.5	4.75
G: 1/6-page	2.375	4.75



Digital File Specifications and Guidelines

By following these specifications and guidelines, you can help avoid delays, errors and extra charges. If you have questions, please contact Lyann Dupra (info below).

Software

Note: we are Mac OS X-based

- Adobe InDesign CS4 or earlier is the preferred application
- Adobe Illustrator CS4 or earlier
- Photoshop CS4 or earlier
- Acrobat 8 or earlier
- We CANNOT accept QuarkXPress, PageMaker or Freehand files. Please convert these files to PDF format before sending.
- Hi-res PDFs (see below)

PDFs

We accept PDF format with the following specs:

- Composite PDFs — 300 dpi
- All colors CMYK
- All fonts embedded
- All images 266 to 300 dpi at 100% final layout size

Images

- TIFF or EPS only — no DCS multiple files
- 266 to 300 dpi at 100% final layout size
- CMYK — convert RGB, duotone and PMS colors to CMYK
- No LZW or JPEG compression
- Printing inks setup: SWOP coated
- Dot gain: 20%

Fonts

- All fonts used in documents must be supplied, including fonts used in imported art
- If sending EPS art, either supply the fonts or convert them to outline before sending
- Include both screen and printer fonts

What to Send

- CD or DVD

Digital files must include:

- Main layout document
- All supporting and imported files
- All fonts (screen and printer)

Digital media must be accompanied by:

- Hard copy of ad at 100% size, preferably in color
- Contact name and number

Note: Files may also be sent electronically via our FTP site. Please contact Lyanne Dupra (info below) for access information.

Before You Send It

- Remember: the publication trim size is 8.25" X 10.75". For full-page, full-bleed ads, please allow an extra .125" bleed around all sides.
- Keep live matter at least .25" from all edges and .5" from gutter.
- Do not apply type attributes (such as bold or small caps) from within the application — choose the actual font from the font menu.
- Please make sure all art and fonts are properly packaged prior to sending files.

Where to Send It

Please send all production materials and direct all correspondence or questions to:

Capitol Media Solutions
1447 Peachtree Street, NE
Suite 350
Atlanta, GA 30309
Attn: Art Department

Lyanne Dupra
Advertiser Director
Direct: 703-647-6242
Fax: 703-647-6259
lyanne@capitolmediasolutions.com