

THE SCIENCE  
THE DISCOVERIES  
THE REVELATIONS  
THE INSIGHTS  
THE LESSONS  
THE CONTROVERSIES  
THE RESEARCH  
THE WISDOM  
THE MYSTERIES  
**OF THE HUMAN BRAIN**



## ONLINE ADVERTISING

### POSITION: FRONT PAGE

**SIZE: 725 X 90 - \$700 for 3 months**

Top of page banner, next to logo on home page.  
Most premium position.

**SIZE: 270 x 223 - \$600 for 3 months**

Large side banner. Only on home page.

**SIZE: 270 x 90 - \$500 for 3 months**

Small side banner. Only on home page.

### POSITION: ARTICLE PAGES-NAVIGATION BAR

*(People, Education, Science, Global, etc.)*

**SIZE: 725 X 90 - \$625 for 3 months**

Top of page banner, next to logo.  
Article pages only.

### SUPPORTED FILE FORMATS

- Photoshop TIFF or high-quality JPEG
- At least 300 DPI

## ADVERTISING CONTACTS

**MITRIA DI GIACOMO**

NATIONAL ADVERTISING CONSULTANT, NEXUS PLEXUS

MOBILE: 917-535-5735

OFFICE: 347-857-9771

FAX: 212-319-8671

EMAIL: MITRIA@NEXUSPLEXUSNY.COM

**BRAIN WORLD ADVERTISING DEPARTMENT**

c/o International Brain Education Association

866 United Nations Plaza, Suite 479, New York, NY 10017

PHONE: 212-319-0848

FAX: 212-319-8671

FOR FIRST QUARTER 2011 PAGE VIEWS HAVE  
AVERAGED **10,000 PER MONTH**, WITH  
**3,500 UNIQUE VISITORS.**

## BRAINWORLDMAGAZINE.COM

- Readership is increasing steadily and online analytics continue to trend upwards as we create original content and search engine presence, doubling our average visits over 2010.

As we continue to build our online audience via advertising, link shares, article and blog referrals, Facebook, Twitter, our monthly eNewsletter, and Brain World being digitally available on the Zinio platform, where it can be read on an iPad, iPhone, Computer or Android, we believe page views will more than double by early next year.

- Source of views is well balanced between direct traffic, site referrals and search engine results.

### TERMS OF BUSINESS

1. Brain World magazine (BW) reserves the right to decline any advertisement for any reason.

2. First-time advertisers pre-pay with insertion reservation. Repeat advertisers will be billed Net 30 from the closing reservation deadline.

Payments not received within 45 days of the billing date will be charged to the credit card on file.

3. 20% commission is permitted independent agencies on general rates only. Agency must provide an independent billing and creative service to the advertiser. Commission will be forfeited if bill is not paid within 30 days.

4. All verbal instructions regarding contracts, insertions, or changes of any kind are to be confirmed in writing by the advertiser.

5. Advertiser and/or advertising agency will be held jointly and severally liable for such monies as are due and payable to BW. Statements on agency or advertiser insertion orders or contracts negating dual liability are superseded by this required condition by BW.

6. Copy resembling editorial must be labeled "Advertisement." BW reserves the right to label such ads at its discretion.

7. Orders that contain incorrect rates or conditions will be inserted and charged for at regular schedule of rates. Such errors will be regarded only as clerical.

8. BW's liability for any error will not exceed the cost of the space unit. BW assumes no liability for errors in "key numbers" or other typesetting changes.

9. Advertiser or agency assumes responsibility and liability for any and all claims that are a result of advertisements printed.

10. Any copy that requires alterations in size or content by BW will be charged to the advertiser.

11. Cancellation or changes in orders will not be accepted after the closing date and none may be considered executed unless acknowledged by the publisher.

12. It will be assumed that the advertiser has read this rate card and agrees to and accepts all terms and conditions included herein.

## INSERTION ORDER FORM

### Return to:

Mitria Di Giacomo  
NEXUS PLEXUS  
T. 917.535.5735  
E: mitria@nexusplexusny.com

This will authorize the insertion of the following advertisement in the Brain World Magazine Web Site.

### ONLINE ADVERTISING SPACE:

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ACCOUNT NAME:

ADVERTISER'S SIGNATURE:

DATE:

NAME:

TITLE:

COMPANY:

ADDRESS:

PHONE:

FAX:

EMAIL:

ONLINE AD SIZE:

COST:

CREDIT CARD:

EXP DATE: