

Quest

MDA[®] | Muscular
Dystrophy
Association

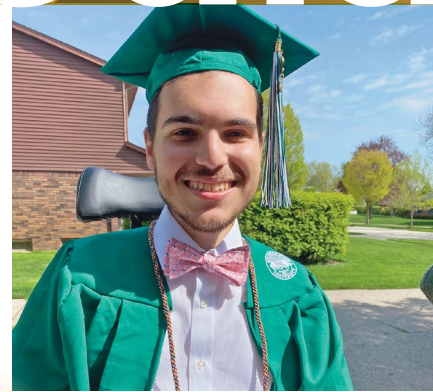
2022 Media Kit



EMPOWER
individuals and
families with
neuromuscular
disease.



INFORM
our extensive
network of families
and healthcare
professionals.



ENGAGE
with *Quest*
readers
in print
and online.

Print

Website

e-Newsletter

Podcast

Innovative
Formats

Editorial
Calendar

Guidelines

The Quest family of content strives to empower, inform, and engage our audiences with stories that explore independence and well-being, conversations with thought leaders, and updates on research.

About Quest Magazine

Quest is MDA's flagship quarterly magazine, the largest adaptive lifestyle publication for the neuromuscular disease community, with a **circulation of 100,000 and an average issue readership of almost 200,000.**



Quest is led by editor-in-chief Mindy Henderson, a motivational speaker and author who lives with spinal muscular atrophy. Mindy's objective is for Quest to be the gold-standard resource to empower our community by exploring the multidimensional world of progress that informs our lives.

Quest Magazine is:

- + Distributed to healthcare providers at MDA Care Centers at more than 150 of the top medical institutions nationwide
- + Trusted and relied upon for 25+ years by MDA's diverse community of patients, families, healthcare providers, and researchers
- + Available to additional audiences via the downloadable PDF version of Quest online

About MDA

Leading the way, MDA unites the community, advances care, and accelerates research to help empower people with neuromuscular disease to reach their goals and live life to the fullest. As an umbrella organization committed to 40+ related disorders, we take a big-picture perspective across the full spectrum of neuromuscular diseases to uncover treatment breakthroughs and provide tools and resources to help our community achieve their potential.

Quest provides many ways for our sponsors to support the MDA community. Please reach out to learn more about the opportunity to underwrite postage, shipping, and printing costs for an issue of Quest.



Audience Profile

Quest is read by an engaged audience of close to 200,000 – including individuals and families living with neuromuscular diseases and their friends and caregivers. Quest also is a valuable resource for researchers and multidisciplinary healthcare providers (HCP) throughout the MDA Care Center Network, including neurologists, nurses, therapists, and other support staff.

The 2020 readership survey revealed this snapshot of Quest readers:

97% read each issue.

80% share Quest content with family, caregivers, physicians, therapists, and other healthcare providers.

73% contacted an advertiser or visited the advertiser's website after seeing their ad in Quest.

42% are more likely to buy from a company that advertises in Quest or supports MDA.


78% have some kind of postsecondary education.

80% use a wheelchair or scooter.

Spotlight | Shedding light on neuromuscular disease

Researchers Want to Know More About Oculopharyngeal Muscular Dystrophy

A Q&A with Anita Corbett, PhD



How is OPMD inherited?
It is an autosomal dominant disease, so if you have a parent with OPMD, you have a 50% chance of inheriting it. For most people who know the disease runs in their family and don't even go to get diagnosed when they notice symptoms, because they know what it is. Others learn about it for the first time when they are diagnosed in their 60s or 70s. They often have children – and their children have children – who could be affected. As people learn that this runs in their families, they'll need genetic testing and counseling, especially for couples trying to have children.

How prevalent is OPMD?
In North America, OPMD seems to be more prevalent in New Mexico and parts of upstate New York, as well as in French-speaking Quebec, where the frequency is 1 in 1,000. The world's highest frequency of OPMD has been reported among Brazil's Beja community (originally from Lithuanians), with an incidence of 1 in 100.

How is OPMD currently treated?
Doctors can do surgery on the eyelids to help people see better. There's also a surgery where they take some tissue out of the throat to increase the amount of space and make swallowing easier. These procedures may need to be repeated for patients who live longer.

What causes OPMD?
The disease is caused by a genetic change marked by the abnormal expansion of the short-stranded (GCG)n repeat in the 3' UTR of the polyoma protein (p[AG]) binding protein nuclear 1 (PABPN1) gene. [Mutations in an amino acid that is used to make proteins.] Instead of the normal 10 alanines in the PABPN1 gene, people with OPMD have 11 to 18 alanines.

How did you become interested in this disease?
I got into it about 15 years ago because I study the class of proteins the PABPN1. I noticed that although people were trying to study OPMD, nobody was studying it in muscle. My colleague at the time, Grace Packard (MDA's former chief research officer), was a professor at Emory who worked on skeletal muscle. She and I were trying to run a half-marathon together, and it came up during one of our runs. We put our expertise together to focus on this understudied condition.

What research is going on for OPMD?
Most of the current research focuses on understanding the disease mechanism and progression in OPMD. Researchers are focused on potential treatments that can either decrease the amount of defective PABPN1 or overcome the fact that defective PABPN1 sticks together. Only one drug intervention has been explored. A 2017 trial by Biogen Idec that looked at the safety and efficacy of valproic acid (Caldexin), which would combat the accumulation of PABPN1, to treat OPMD.

What research is going on for OPMD?
A total of 12 clinical trials related to OPMD are listed in the US National Library of Medicine's database, clinicaltrials.gov, including that there are limited studies to combat this condition. Clearly, additional efforts are required to address this disease.

RARE DISEASE SPOTLIGHT
Read more about OPMD and other rare diseases in this special feature.

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MDA.ORG/QUEST 13

Engage With MDA's Extensive Network

- ✦ The MDA Care Center Network includes almost 3,000 multidisciplinary HCPs who actively engage with MDA and contribute to MDA's resources and educational programs.
- ✦ More than 100,000 children and adults with neuromuscular disease are registered with MDA.

Advertising in Quest is an unequalled opportunity to reach families living with neuromuscular disease and the MDA Care Center Network that provides multidisciplinary care to the patient population.

“Quest Magazine and the MDA organization are always a pleasure to work with! We have worked together for many years and hope to continue doing so in the future!” – ProBed Medical

“Supporting the MDA has been an honor for Open Sesame, and advertising has been very effective.”
– Open Sesame Door Systems

2022 Editorial Calendar



Issue 1

FOCUS ON: Relationships

- Nurturing healthy relationships
- Managing hired caregivers
- Inheritance of genetic diseases

AD CLOSE

12/7/21

MATERIALS DUE

12/22/21

PUBLICATION DATE

March 2022



Issue 2

FOCUS ON: Independence

- Accessible vehicles
- Service animals
- Smart home toolkit

AD CLOSE

3/7/22

MATERIALS DUE

3/23/22

PUBLICATION DATE

May 2022



Issue 3

FOCUS ON: Health & Wellness

- What to know about exercise
- Managing stress
- Research breakthroughs

AD CLOSE

6/2/22

MATERIALS DUE

6/20/22

PUBLICATION DATE

August 2022



Issue 4

FOCUS ON: Advocacy

- Getting the best healthcare
- Accessible air travel
- Powered lift systems

AD CLOSE

9/6/22

MATERIALS DUE

9/22/22

PUBLICATION DATE

November 2022

WHY SPEND ON PRINT?

Readers prefer print. In fact, 84% of our readers like to receive Quest in print. Recent surveys have shown:

- + Magazines show the highest return on advertising spend.
- + Magazine readers believe in brands – and are heavily swayed by advertising.
- + Magazine campaigns significantly lift sales.
- + Magazine readers recommend products and services to others.

**Editorial calendar, topics, and dates are subject to change.*

QUEST 2022 RATES

AD SIZE

4/C Ads	1 x	2 x	3 x	4 x
Full page	\$10,474	\$10,265	\$9,950	\$9,712
1/2 page	\$6,064	\$5,943	\$5,760	\$5,512
1/3 page	\$4,024	\$3,944	\$3,822	\$3,622
1/4 page	\$3,143	\$3,068	\$2,985	\$2,782
Black & White ISI (Pharmaceutical advertisers only)	1 x	2 x	3 x	4 x
Full page	\$9,975	\$9,712	\$9,607	\$9,450
Premium Positions	1 x	2 x	3 x	4 x
2-page center spread	\$20,475	\$20,528	\$19,900	\$19,688
Cover 2 & 3	\$13,781	\$13,505	\$13,064	\$12,862
Back cover	\$15,876	\$15,666	\$15,187	\$14,962

Frequency discounts apply to multiple issues and/or total ad insertions within a calendar year.

AD SIZE

DIMENSIONS

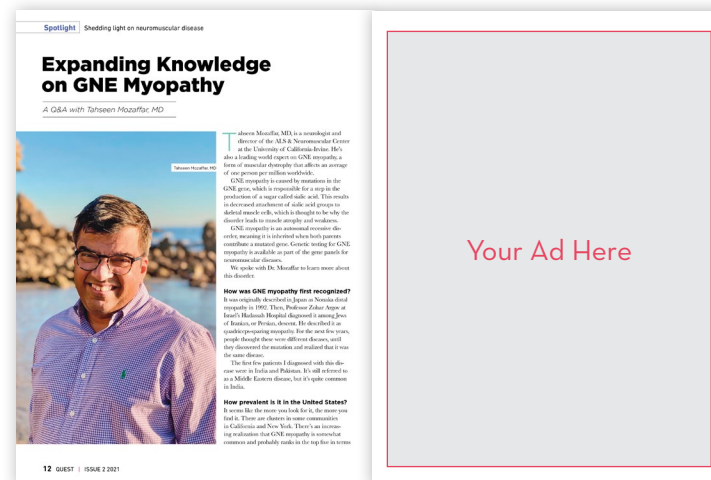
2-page spread with bleed	17" x 11.125"
2-page spread, no bleed	15.75" x 9.875"
Full page with bleed	8.625" x 11.125"
Full page, no bleed	7.375" x 9.875"
* 1/2 page horizontal	7.375" x 5"
* 1/3 page vertical	2.5" x 9.875"
* 1/3 page square	5" x 5"
* 1/4 page vertical	3.625" x 5"

*No fractional ads with bleeds accepted.

Additional advertising opportunities are available, including inserts, onserts, and cover wraps. See page 14 for details.

77% of readers always or sometimes review the advertisements in Quest.

More than **66%** of readers are satisfied or extremely satisfied with the advertiser resources in Quest.



MECHANICAL SPECIFICATIONS

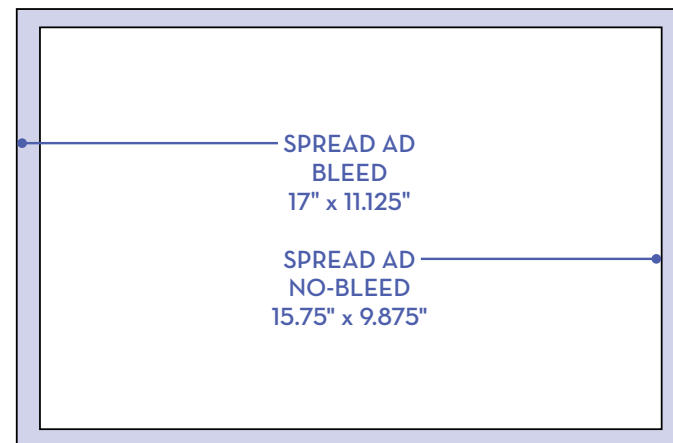
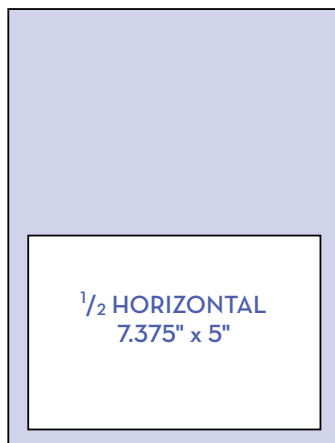
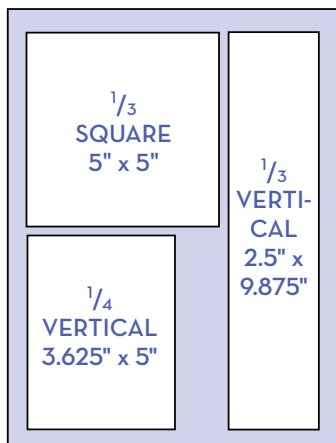
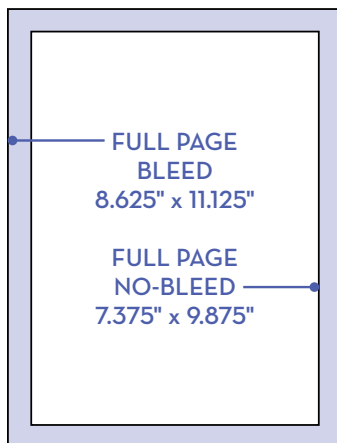
Trim Size:
8.375" x 10.875"

Bleed:
0.125"

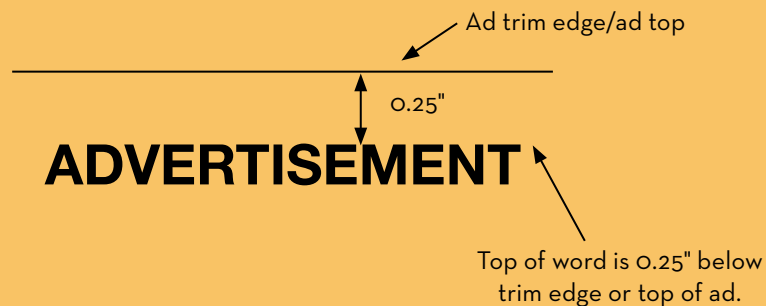
Live Area:
7.375" x 9.875"

Safety from Trim:
min. 0.25"

Keep all important content away from trim.



All ad pages must be labeled "ADVERTISEMENT," except for black-and-white Patient ISI/Safety Information pages. The word ADVERTISEMENT must be in 12 pt Helvetica Bold typeface, ALL CAPS, in black or drop-out white.



See the full advertising guidelines on **page 15**.



Don't miss this valuable opportunity to share your company's products, services, and information with Quest readers. For more information, contact Elisa Beerbohm at EBeerbohm@mdausa.org.

2022 MARKETPLACE AD RATES (4-COLOR)

AD SIZE	1 x	2 x	3 x	4 x
1/6 page vertical	\$2,500	\$2,330	\$2,150	\$2,000
1/9 page vertical	\$2,400	\$2,135	\$1,800	\$1,500
Company listing	\$1,500	\$1,300	\$1,100	\$1,000

AD SIZE	DIMENSIONS	COMPANY LISTING SPECS
1/6 page vertical	2.25" x 5"	Provide your company name, 20-30 word product or service summary, plus an email, phone number, or website URL. Company logos must be in .ai, .eps, .jpg, or .pdf file format.
1/9 page vertical	2.25" x 2.875"	

Company Listings

In addition to display advertisements, the Marketplace offers company listings.

- Do you have a product or service that promotes solutions for the neuromuscular disease community?
- Reach Quest's community of people with neuromuscular diseases, their families, and healthcare providers in our new Marketplace Company Listings.
- Each listing is conveniently indexed according to relevant product categories (see example) and ensures that your company's name jumps off the page and promotes action from Quest readers.

QUEST MARKETPLACE

1/9 page
vertical

1/9 page
vertical

1/6 page
vertical

1/6 page
vertical

1/6 page
vertical

1/9 page
vertical

Logo

BRACING SOLUTIONS

COMPANY NAME / PHONE / URL
20-30 Word product or service summary.
Untinum res et adipsum ressequibus
asseque qui coreium reheniscil ma
debis et prest optatur sit eos sandame
ndandiat quos quati culloreium

Logo

LIFTING SOLUTIONS

COMPANY NAME / PHONE / URL
20-30 Word product or service summary.
Untinum res et adipsum ressequibus
asseque qui coreium reheniscil ma
debis et prest optatur sit eos sandame
ndandiat quos quati culloreium

Logo

MOBILITY SOLUTIONS

COMPANY NAME / PHONE / URL
20-30 Word product or service summary.
Untinum res et adipsum ressequibus
asseque qui coreium reheniscil ma
debis et prest optatur sit eos sandame
ndandiat quos quati culloreium

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Mechanical Specifications

ACCEPTABLE FILE FORMAT

- + Please supply a hi-res print-ready PDF/X-1a file.
- + View specifications at **swop.org** or **adobe.com** (search on PDF/X compliance).
- + All fonts must be outlined or embedded.
- + All images must be 300 dpi.
- + Crop marks and color bars should be outside printable area (0.125" in offset).
- + Only one ad page per PDF document.



SUBMITTING FILES

For PDFs smaller than 10MB, send via email to **glcadsubmit@glcdelivers.com**.
For PDFs larger than 10MB, contact **glcadsubmit@glcdelivers.com** for alternate file transfer methods.

COLOR

- + Color ads must use CMYK color only.
- + Do not use Pantone/spot colors.
- + All colors must be converted to CMYK; no RGB, LAB, or Spot/PMS colors will be accepted.
- + Black & white ads should use black only (not 4-color); images should be grayscale.
- + 2-color ads should be built from CMYK process.
- + Ink density should not exceed 300%.
- + Black text 12 pt. or smaller should be black only (C=0%, M=0%, Y=0%, K=100%).

PROGRESS NOW

Pompe disease

Gene Transfer Study for Late-Onset Pompe

improvement of motor and respiratory function and quality of life in adults living with LOPD.

All participants will receive AT845 during this study. The gene-replacement therapy will be administered via a one-time intravenous infusion (slow injection into a vein) in a hospital setting.

The duration of the study is approximately five to six-and-a-half years. Participants may experience an 18-month evaluation period before receiving treatment with AT845. After treatment, there will be a core observation period of 48

Researchers at Audentes Therapeutics are seeking individuals living with late-onset Pompe disease (LOPD) to participate in a phase 1/2 study to confirm safety and efficacy of the investigational drug AT845. This gene-replacement therapy may offer the benefit of long-term

weeks with scheduled visits and assessments, followed by visits every six months to assess safety for up to five years post-treatment. In total, the study will require approximately 23 to 39 scheduled visits, including an inpatient assessment of one to two days.

Your Ad Here

AD DEADLINES 2022

ISSUE	AD CLOSE	MATERIALS DUE
Issue 1	Dec. 7, 2021	Dec. 22, 2021
Issue 2	March 7, 2022	March 23, 2022
Issue 3	June 2, 2022	June 20, 2022
Issue 4	Sept. 6, 2022	Sept. 22, 2022

Dates are subject to change

QUEST MEDIA ADAPTIVE LIFESTYLE WEBSITE

NEW!

Quest has launched a new adaptive lifestyle website, featuring more ad spaces viewable across desktop, tablet, and mobile platforms. Reach Quest's engaged audience at **MDAQuest.org**.

Web Deadlines and Details

- + All website ads must be submitted 5 business days before the scheduled start date and are subject to approval.
- + If requested, digital ads can be served within the US only.
- + 20% premium charged for HTML5 rich media ads. Online rates are net (no additional agency discount provided).
- + Add a :30 Quest Podcast sponsorship ad to any digital schedule for \$1,000.00 (Pre or Post-Roll).

MONTHLY WEBSITE AD RATES

CAMPAIGN DURATION & UNIT SIZE	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
Ad Space 1 Super Leaderboard (Premium, 4 available, one per advertiser)	\$15,000			
Ad Space 2 Top Square (Premium, 2 available, ROS)	\$10,000			
Ad Space 3 Bottom Square (Premium/ROS/2 rotations)	\$2,800	\$2,600	\$2,400	\$2,200
Ad Space 4 Bottom Leaderboard (ROS, 2 rotations)	\$1,800	\$1,600	\$1,400	\$1,200
Ad Space 5 Top Leaderboard (ROS/2 rotations)	\$2,500	\$2,100	\$1,800	\$1,600
Ad Space 6 Wide Skyscraper (ROS/2 rotations)	\$2,000	\$1,800	\$1,600	\$1,400

Rates listed are charged monthly with a minimum buy of 3 months.



81% of Quest readers are likely to visit **MDAQuest.org** monthly or more often.

QUEST MEDIA ADAPTIVE LIFESTYLE WEBSITE

NEW!

MDAQuest.org is updated monthly with the latest magazine, blog, and podcast content.

The newly launched adaptive website showcases ad spaces that are viewable across desktop, tablet, and mobile devices. Online ads may be served only in the continental United States by request. All website advertising is a 3-month minimum buy. Ad sizes that are not supplied at deadline will not qualify for additional discounts.

QUEST WEBSITE SPECS

AD SPACE	DESKTOP	TABLET	MOBILE
1	970 x 90	728 x 90	320 x 100
2*	300 x 250	300 x 250	300 x 250
3*	300 x 250	300 x 250	300 x 250
4	728 x 90	468 x 60	320 x 50
5	728 x 90	468 x 60	320 x 50
6*	300 x 600	300 x 600	300 x 600

*One asset is needed for these ad positions.

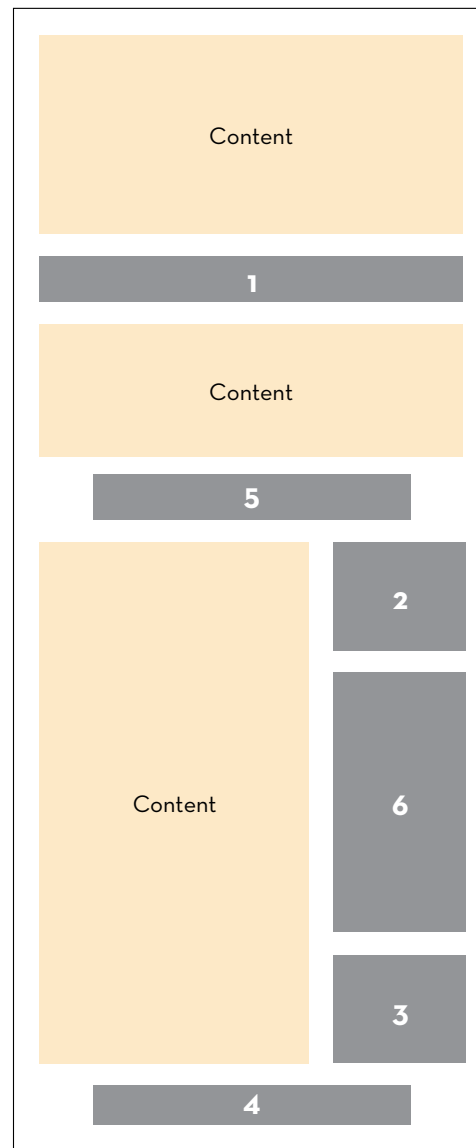
ACCEPTABLE FILE FORMATS

1. Static image file types: .jpg, .png, .gif
 - + All web images must be 72 dpi
 - + Color format: RGB or indexed
 - + Maximum file size 90 KB
 - + Must include one click-through URL
2. HTML5/rich media
 - + ZIP archives may contain up to 200 files
3. Custom HTML/third-party tags

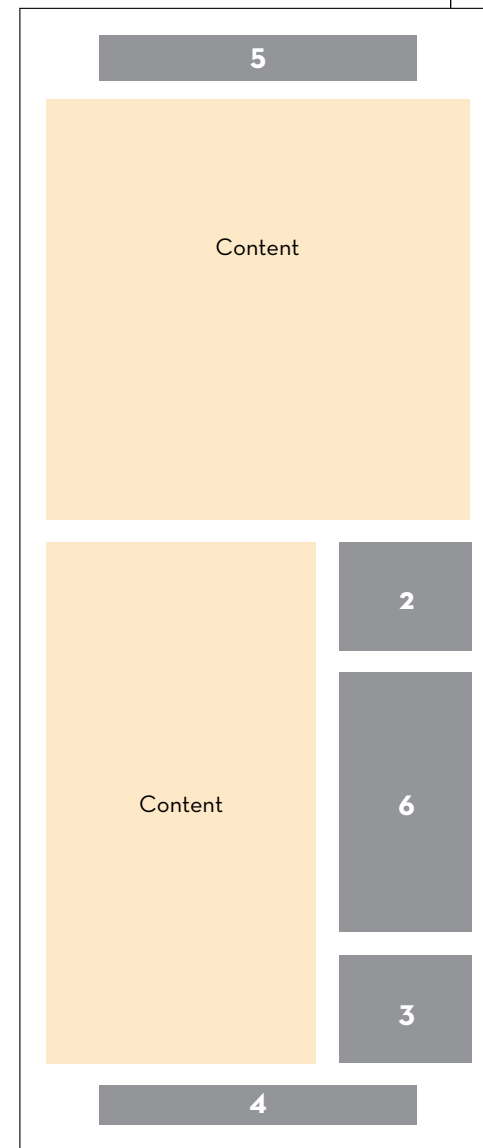
SUBMITTING DIGITAL FILES

- + Submit digital ad materials to **GLCAdSubmit@glcdelivers.com**.
- + All website ad material must be submitted 5 business days prior to the intended start date and are subject to approval.

DESKTOP HOME



DESKTOP CATEGORY/ARTICLE PAGES





Launched in 2021: Quest Podcast

In Quest, we take deep dives into issues that affect our community's lives and topics on their minds – but we know the conversation doesn't end there. In the Quest Podcast, host Mindy Henderson, Quest editor-in-chief, motivational speaker, author, and member of the community, brings thoughtful conversation about issues affecting individuals living with disabilities and those who love them to the neuromuscular disease community and beyond. Our hope is that these conversations will educate and inform, demystify and inspire, perpetuate progress, and entertain.

Episodes include:

- ✦ The Beginning: Receiving a Diagnosis
- ✦ Buses, Trains & Automobiles: Getting from Point A to Point B
- ✦ Access to the World: We Carry Kevan
- ✦ Access to the World: Air Travel
- ✦ Access to the World: Hotel Accessibility

- ✦ Talent for Hire! The Changing Landscape for Employment
- ✦ Access to the World: Commercial Architecture
- ✦ Let's Talk About Dating & Relationships
- ✦ The Good & Bad of the Holiday Season

Episode topics are subject to change.

Opportunities to connect with the MDA community are available via sponsorship of the Quest Podcast.

Sponsors may be recognized through the following methods, depending on the type of support:

- ✦ Statement of recognition in the episode introduction and on the episode information page
- ✦ Each podcast episode will include one audio sponsor advertising placement (:05-:60 in length). MP3 or WAV file required:
 - **Audio recording.** Sponsor recognition segments may be general information, awareness, or branded ad. Ads must be supplied fully recorded/edited.
 - **Corporate message.** This can be provided as a script for the Quest Podcast host to read or can be provided as a pre-recorded audio clip.
- ✦ Segment can be placed pre-roll or post-roll
- ✦ Sponsors can choose to support a specific episode or the entire series
- ✦ Ads/corporate messages are subject to MDA approval
- ✦ Limit of two sponsors per episode

QUEST PODCAST SPONSORSHIP RATE

Pre-roll or post-roll	\$7,500/episode
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Full-year sponsorship pricing available on request.

Deadlines and cancellation policy:

- ✦ Scripts/WAV creative files are due 30 days prior to designated monthly episode.
- ✦ Cancellations must be received in writing 60 days prior to the month reserved. Cancellations after 60 days will incur a 50% penalty.

The Quest Newsletter is a monthly e-newsletter distributed to Quest readers in our email database and posted online at MDAQuest.org. The content promotes magazine and exclusive online articles, connects readers to educational resources and events designed for MDA's community, and links to a regularly updated list of recruiting clinical trials.

Benefits

- + Company awareness and recognition
- + Additional impressions around your company's support of MDA

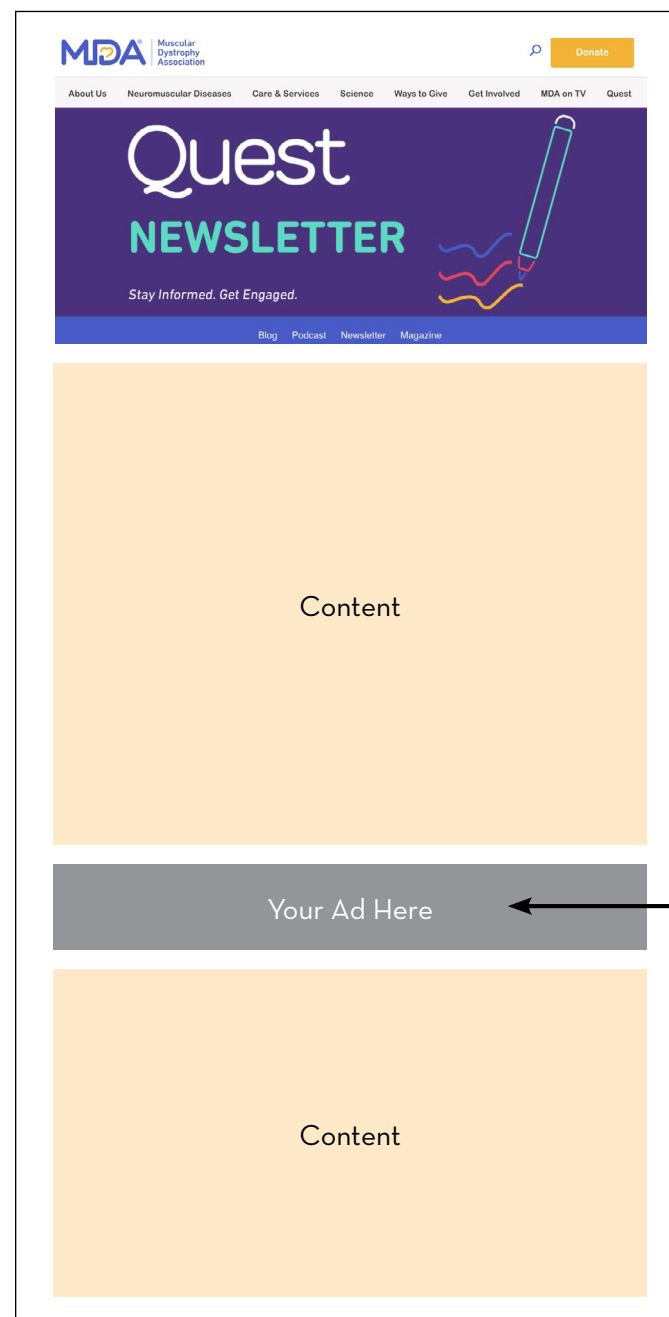
Reach

- + More than 50,000 individuals and families impacted by neuromuscular disease and their friends and networks
- + Average open rate 15%; average click-through rate 2%

Opportunities

- + 600 x 75 pixel banner ad
- + Limit two advertisers per newsletter
- + **Tag requirements:** Standard clickTAGs required with impression trackers that use 1 x 1 pixel images. Iframe, JavaScript Tracking Codes, and Flash Ads are not supported.

\$8,750 per banner



The MDA Monthly Report is an e-newsletter distributed monthly to all clinicians and researchers within the MDA database, as well as posted on mda.org. The newsletter provides MDA Care Centers and the broader clinician and researcher community with a summary of important updates and events from across the neuromuscular disease landscape. Content includes thought leader editorials, clinical trial updates/data releases, upcoming events and meetings, and an overview of key publications of interest.

Benefits

- + Company awareness and recognition
- + Cross-promotion of additional company-sponsored MDA educational programs
- + Additional impressions around your company's support of MDA

Reach

- + Distribution to more than 2,400 MDA Care Center Directors and healthcare professionals
- + Direct outreach to more than 3,000 neurology & pediatrics MDs, NPs, RNs
- + Average open rate 12%; average click-through rate 2%

Opportunities

Banner Ad

- + 600 x 75 pixel banner ad
- + Limit two advertisers per newsletter
- + **Tag requirements:** Standard clickTAGs required with impression trackers that use 1 x 1 pixel images. Iframe, JavaScript Tracking Codes, and Flash Ads are not supported.

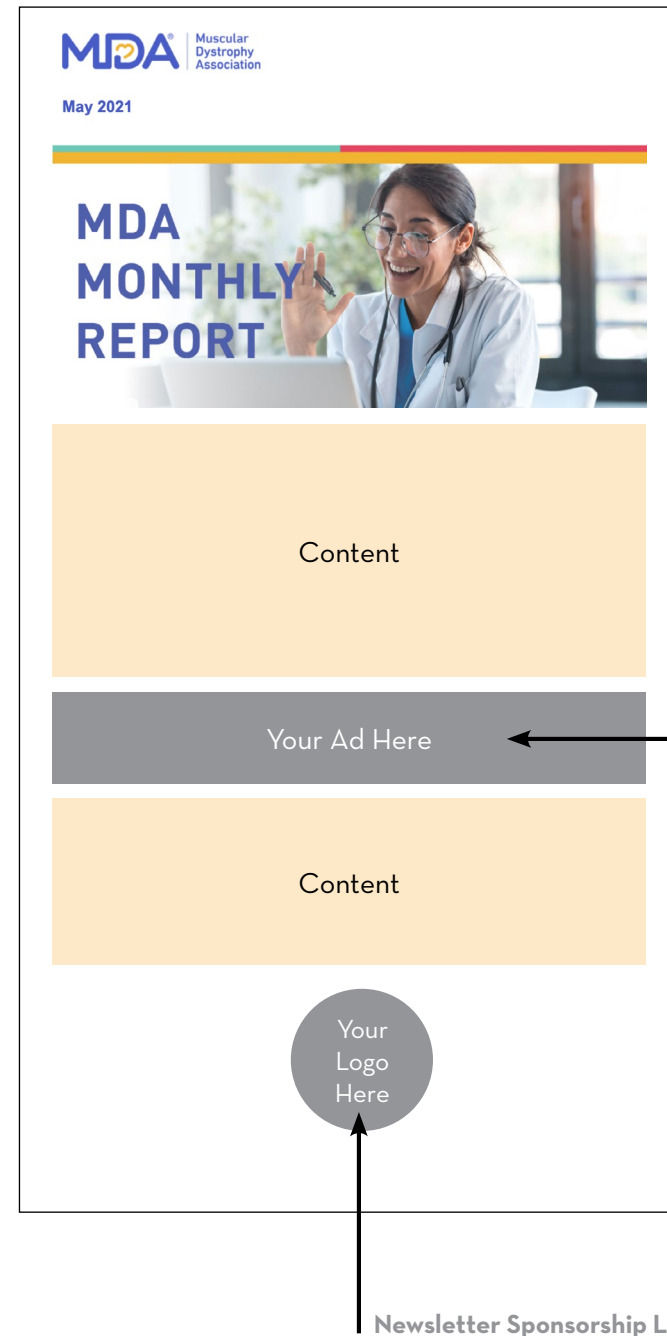
\$8,750 per banner

Newsletter Sponsorship

- + Newsletter sponsorship is available for one or multiple issues
- + Sponsor's logo is placed at the end of the page

SPONSORSHIP RATES

1 Issue	\$2,100
3 Issues	\$5,250
6 Issues	\$7,875
12 Issues	\$12,600



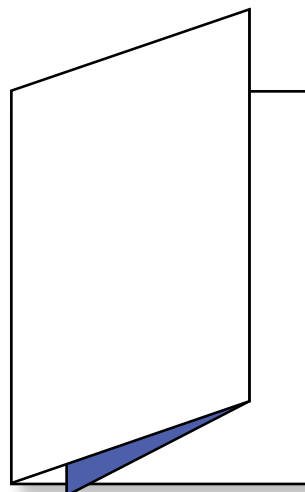
Stand Out From the Crowd

Get noticed by our highly targeted audience of MDA families, caregivers, physicians, therapists, and researchers with these standout advertisements:

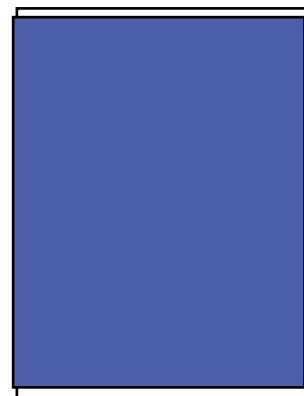
- + **Gatefolds:** Gain three pages of advertising or advertorial space inside the front cover or in the center of the magazine.
- + **Cover tips, cover wraps, and belly bands:** Make your message the first thing readers see.
- + **Custom inserts:** Place your postcard or promotional piece in *Quest*.
- + **Polybagged onserts:** Deliver pamphlets, brochures, or other printed materials with *Quest*.
- + **Advertorials:** Share an advertisement designed to simulate editorial content.

All opportunities can be custom priced.

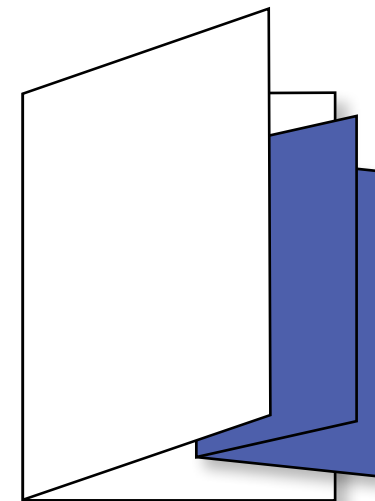
Advertiser area of content = ■



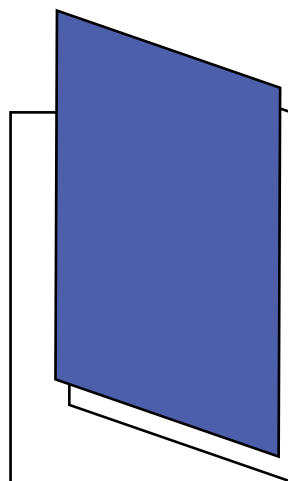
Gatefold cover



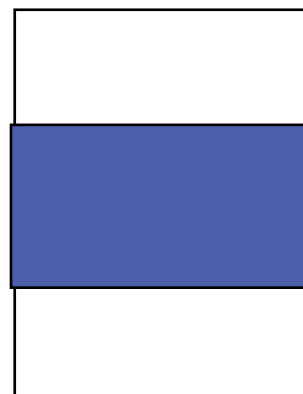
Cover tip



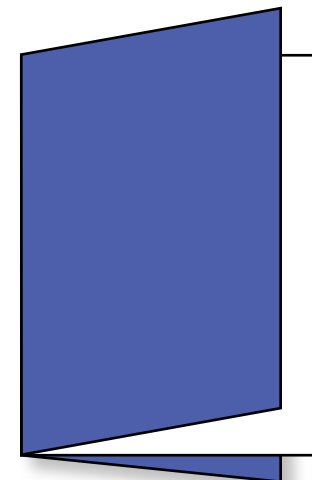
4-page custom insert



Polybagged onsert
(placed over back cover)



Belly band

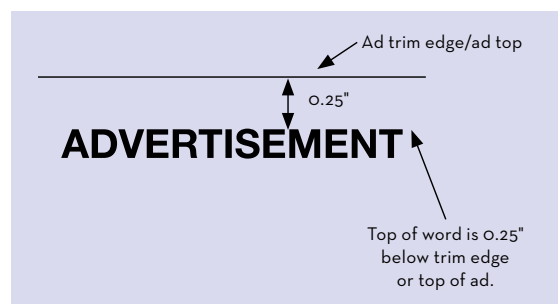


Cover wrap

In general, all advertising material must conform to all applicable laws and regulations, and claims in advertising must be truthful, cannot be deceptive or unfair, and must be evidence-based.

All print ad pages must be labeled “ADVERTISEMENT,” except for black-and-white Patient ISI/Safety Information pages. The word ADVERTISEMENT must be in 12 pt Helvetica Bold typeface, ALL CAPS, in black or drop-out white, as shown below. MDA reserves the right to correct pharmaceutical ads that do not comply with this guideline by placing the word ADVERTISEMENT over the ad at MDA’s discretion.

Example of type style, size, and placement:



All online ad spaces include the label “ADVERTISEMENT” above ads.

SPONSORED CONTENT/ADVERTORIALS:

Advertisements that simulate editorial content (i.e., advertorials) must receive prior approval from the Publisher and must be labeled “SPONSORED ADVERTISING CONTENT” at the top of each page in 12 pt Helvetica Bold typeface, ALL CAPS, in black or drop-out white. Publisher reserves the right to insert “SPONSORED ADVERTISING CONTENT” above any content that does not comply with this guideline. Sponsored content/advertorials must be visually distinct from the host publication through use of recognizably different photography, layout, and typeface.

ACCEPTANCE OF ADVERTISING

Acceptance of advertising in Quest shall not be interpreted or implied as an endorsement, recommendation, approval, or warranty of the products or services by MDA or any group affiliated with MDA. MDA will not take action, sign an agreement, or make a statement that endorses or implies endorsement of any commercial product, process, service, or enterprise. Advertisements that could potentially be confusing to a reader by inferring a direct relationship, affiliation, endorsement, or offering by MDA will be rejected. In addition:

- Any advertisements related to prescription and over-the-counter medications, clinical trials, food products, vitamins, special diets, medical devices, mobility equipment, and assistive aids promoting specific health benefits for people with neuromuscular diseases will be accepted only if claims made in the ad can be substantiated by specific clinical data from a reputable institution and comply with applicable laws and regulations.
- Companies submitting ads for new products may be required to provide information to MDA regarding product safety and effectiveness.
- Advertisements from pharmaceutical companies must conform to all FDA and FTC regulations.
- Advertisements for medical tourism will not be accepted.

Quest is mailed according to the United States Postal Regulations and adheres to all requirements for Nonprofit Mail Status. The following advertising content is restricted under the USPS rules governing Nonprofit Marketing Mail, except for promotion of services or programs that are specifically applicable to individuals with neuromuscular diseases:

- Credit, debit, charge card, or similar financial organization
- Insurance policies/providers
- Travel companies/providers

TERMS AND CONDITIONS

These conditions apply to all advertisements, insertion orders, drafts, and mock-ups submitted to

MDA for publication in the print edition or a digital edition of Quest.

PUBLISHER APPROVAL

All advertisements are subject to Publisher’s approval. Publisher reserves the right to refuse to accept any advertisement for any reason, whether or not the ad has previously been accepted and/or published. Publisher further reserves the right to reject or cancel any insertion order, space reservation, or position commitment at any time without giving cause and without liability.

ADVERTISER RESPONSIBILITY

It is the responsibility of the advertiser and its agency to check the advertisement for errors when submitting files. Publisher assumes no responsibility for running incorrect creative versions or for errors appearing in advertisements, such as old or incorrect corporate logos, incorrect phone numbers, or typos. Credits or make-goods will be given only if a price, phone number, website, or address is incorrect, and the Publisher is at fault.

ADVERTISER WARRANTY

The advertiser and its agency jointly and severally assume liability for all content of advertisements published by Publisher. The advertiser and its agency represent and warrant that:

- The advertiser owns or has obtained all the necessary rights in the advertisement, including acquiring necessary intellectual property rights for the advertisement;
- The advertisement complies with any and all applicable law or regulation, including without limitation those laws, rules, and regulations promulgated by the FDA and FTC; and
- The advertisement does not violate or infringe upon any third-party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person’s right of publicity, privacy, or personality, or may otherwise result in any tort, injury, damage, or harm to any person.

The advertiser and its agency acknowledge that the Publisher is relying on the foregoing warranties.

LIABILITY

The advertiser and its agency are jointly and severally responsible for the content of all advertisements submitted to the Publisher. Both the advertiser and its agency shall indemnify, defend, and hold harmless Publisher and its directors, officers, employees, and agents from and against any and all claims, actions, demands, losses, liabilities, or damages, including, without limitation, legal and accounting fees arising or resulting from the provision of any advertising copy to the Publisher by or on behalf of the advertiser. Publisher is not liable for the quality of reproduction when specifications are not adhered to or when materials arrive after the due date specified in the Quest media kit. Publisher's liability will not exceed the cost of the ad.

ADVERTISEMENT POSITIONING AND PLACEMENT

Positioning of advertisements is at the sole discretion of the Publisher. Publisher does not guarantee any positioning or separation from other advertisers. A position guarantee is only permissible when a premium position is purchased (i.e., covers, gatefolds, center spread ads, belly bands, and onsert/insert placements). Publisher will not honor requests to place advertising directly adjacent to related editorial content.

CANCELLATION POLICY

Cancellations for Run of Book (ROB) print advertising in Quest must be received in writing 30 days prior to the ad close date stated in the Quest media kit. Cancellations for all Premium Positions (Covers, Polybagged Onserts, Sponsored Content and First Right of Refusal print positions) must be received in writing 60 days prior to the ad close date stated in the Quest media kit. Cancellations for digital advertising (e-Newsletters and Quest ROS banners) must be received in writing 45 days prior to the month of deployment. Cancellations for Quest Podcast advertising must be received in writing 60 days prior to the month reserved. Cancellations after 60 days will incur a 50% penalty. There are no exceptions.

Cancellations will not be accepted after the ad close date. The advertiser and its agency are jointly and severally responsible for the full cost of the reserved space after the deadline. Publisher reserves the right to use an advertisement from a previous issue for any cancellations received after the stated deadline at full cost. If fewer insertions are run than originally contracted for, the advertiser and its agency will be jointly and severally liable for the difference between the frequency discounted rate and the actual ad rate.

AGREED-UPON RATE

Publisher accepts no verbal commitments. A signed insertion order is required to guarantee insertion in Quest. Rates agreed to in a signed insertion order will not be changed so long as the advertiser provides creative consistent with the signed insertion order. If the advertiser changes the creative (e.g., providing an ad at a larger size than indicated in the insertion order), the advertiser and its agency are jointly and severally liable for the additional cost associated with the changes based on the Publisher's current advertising rates. Advertiser must notify the Publisher in writing at least 30 days prior to the material deadline that a change to the creative is being requested.

PAYMENT

Payment is due in full 45 days from receipt of the invoice. Advertising charges not paid within 45 days after invoice shall be assessed a finance charge of 2% per month until paid in full. Publisher reserves the right to discontinue future advertisements if advertiser or its agency fails to pay an invoice within 60 days after issuance. Advertiser and its agency are jointly and severally liable for the full cost of any advertisements not printed because of non-payment. Payment remittance address/location:

P.O. Box 741034 Chicago, IL 60674-0354

NOTE: Conditions other than rates are subject to change by Publisher without notice. Publisher is not bound by any conditions other than those set forth here, including any conditions printed or appearing on insertion orders or copy instructions that conflict with the provisions set forth here.

