

Quest Media

2023 Media Kit

MDA[®] | Muscular
Dystrophy
Association



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

Quest Media is a newly expanded and innovative adaptive lifestyle platform – including a magazine, blog, podcast, and e-newsletter – owned and operated by MDA. With the power of this platform, we use our collective voices to raise awareness by having important conversations with experts, thought leaders, and our community about topics that matter to them, in the interest of empowering and creating more progress for the community of individuals with disabilities.



About Quest magazine

Quest, MDA's flagship quarterly publication, is the largest adaptive lifestyle magazine for the neuromuscular disease community. It informs and empowers readers with a blend of scientific information, clinical updates, and relevant insights, including personal stories and "life hacks." Our goal is to put a spotlight on the power of community. **Quest magazine has a circulation of 100,000 and an average issue readership of 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 through exploring the multidimensional world of progress, independence, and well-being.

Quest magazine is:

- + **Distributed to healthcare providers at MDA Care Centers at more than 163 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

The Muscular Dystrophy Association is the #1 voluntary health organization in the United States for people living with muscular dystrophy, ALS, and related neuromuscular diseases. For over 70 years, MDA has led the way in accelerating research, advancing care, and advocating for the support of our families.

MDA's mission is to empower the people we serve to live longer, more independent lives.

Audience Profile

Quest is enjoyed by an engaged audience of 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 throughout the MDA Care Center Network, comprised of teams of physicians, nurses, and other healthcare professionals.

The 2022 readership survey revealed this snapshot of Quest readers:

99% read each issue of the magazine.

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

68% contacted an advertiser or visited the advertiser's website after seeing their ad in Quest.

44% are more likely to buy from a company that advertises in Quest or supports MDA.

87% have some kind of postsecondary education.

79% use a wheelchair or scooter.

Thrive 365 Health, wellness, and independent living

Back to School in Style

8 adaptive products to help people of all ages express themselves through style

When you look good, you feel good. That maxim is true at every age, from the preschooler who insists on wearing their superhero cape everywhere to the college student sporting their school colors.

Quest is proud to present our picks for stylish adaptive products to help students with disabilities (and parents, too!) confidently take on the back-to-school season.

Get your kicks
Billy Footwear's innovative flip-top design makes their shoes a cinch to put on, even with braces or orthotics. Their sneakers, boots, ballets, and boots for men, women, and children are available in a variety of widths. billyfootwear.com

Sit in style
A great pair of jeans is a style must, and the popular Manta Motion Adaptive Seated Denim Men's Straight Fit Jean, sold at JCPenney, comes in stretchy, light, medium, or dark-wash denim. These jeans have a high back, Victory roll-seams, and pull-on loops, making for easy dressing and undressing for wheelchair users. JCPenney.com

Love what's underneath
Stick Chicks underwear are the perfect base for anything the you wear. Low-profile side fasteners make them easy to put on or take off whether you are sitting, standing, or lying down. The soft, anti-crease fabric and attractive cuts are comfortable and cute. Also check out their front-fastening adaptive line. StickChicksOnline.com

Make a face
Inspired by universal design, GILDE Beauty wants to make applying makeup a breeze. Their foundation applicators are shaped to guide your hand. Their makeup formulas are also cruelty-free and vegan. GildeBeauty.com

Claim your all-weather superpowers
The KoolKape, by Koolway Sports, has a long list of awesome features: a water-resistant outer shell, moisture-wicking lining, adjustable draw, zip-off hood, multiple pockets, and a variety of vibrant colors. Available in child and adult sizes, the KoolKape can be tucked around the body for outdoor use or spread over power wheelchair controls to protect them from the elements. KoolwaySports.com

KOOLKAPE SPECIAL OFFER
Use the QR code at left to claim the special offer through MDA Quest. In addition, the nonprofit's Lori's Voice is willing to fund a large portion of a KoolKape purchase on a individual basis and matching. KoolKape will donate the nonrefundable amount, making it available to MDA families at no cost. To apply for this funding, contact Lori's Voice at lorisvoice@mda.org or visit lorisvoice.org/loris-voice-quest.html and include the code in your application.

Button up
Looking for more independence when dressing? The RMX Button Hook with Zipper Pull is an essential daily living tool for anyone with limited dexterity. The easy-to-grasp rubber handle has a water keep on one end for navigating buttons. It also has a hook on the other end for pulling zippers. Available at amazon.com

MORE ONLINE
Read about MDA Quest's role in the MDA community, at mdaquest.org

Splurge on fashion
Never have to fish your phone out of your bag again with the Bandolier Crossbody phone case. It pairs the style of a designer handbag with the ease of a phone case. The open face offers easy screen access while the flip side has a compartment for cash, cards, etc. Choose from one of colors, materials, and accessories to create your unique look. BandolierStyle.com

Treat your hair right
An Allure "Best of Beauty" winner, the soft silicon Manta Healthy Hairbrush has a unique grip design that is great for people with limited dexterity, and it flexes with minimal hair breakage. MantaHair.com

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MDAQUEST.ORG 21

Engage with MDA's Extensive Network

Since 1950, MDA has been providing support to clinicians and scientists worldwide dedicated to neuromuscular research and patient care advances. The MDA Care Center Network includes 2,000 clinicians and scientists who actively engage with MDA and contribute to MDA's resources and educational programs.

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

"I always learn something new with each issue of your magazine." – Quest reader

"Quest is one of the most valuable resources that we have." – Quest reader

"Supporting the MDA has been an honor for Open Sesame, and advertising has been very effective."

– Open Sesame Door Systems

2023 Editorial Calendar



Issue 1

- Setting goals for good nutrition
- Dating with a disability
- Purchasing medical equipment

AD CLOSE
12/5/22

MATERIALS DUE
12/21/22

PUBLICATION DATE
February 2023



Issue 2

- Building an accessible home
- Tips for independent living
- Traveling with medical equipment

AD CLOSE
3/6/23

MATERIALS DUE
3/22/23

PUBLICATION DATE
May 2023



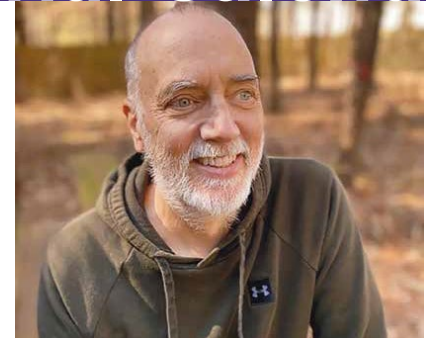
Issue 3

- Back to school: Making friends
- Setting up an accessible dorm room
- Choosing a career

AD CLOSE
6/1/23

MATERIALS DUE
6/20/23

PUBLICATION DATE
August 2023



Issue 4

- Holiday spending tips
- What to know about genetic testing
- Staying healthy in cold weather

AD CLOSE
9/13/23

MATERIALS DUE
9/29/23

PUBLICATION DATE
December 2023

WHY SPEND ON PRINT?

Recent surveys have shown that readers prefer print:

- ✦ 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 2023 RATES

AD SIZE

4/C Ads	1 x	2 x	3 x	4 x
Full page	\$11,500	\$11,000	\$10,500	\$10,250
1/2 page	\$8,500	\$8,250	\$8,000	\$7,500
1/3 page	\$6,000	\$5,500	\$5,000	\$4,500
1/4 page	\$4,000	\$3,500	\$3,250	\$3,000
Black & White ISI (Pharmaceutical advertisers only)	1 x	2 x	3 x	4 x
Full page	\$11,000	\$10,500	\$10,250	\$10,000
Premium Positions	1 x	2 x	3 x	4 x
2-page center spread	\$22,500	\$22,250	\$22,000	\$21,500
Cover 2 & 3	\$15,500	\$15,250	\$15,000	\$14,500
Cover 4	\$18,000	\$17,250	\$17,000	\$16,500

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

78% of readers always or sometimes
review the advertisements in Quest.

“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

AD SIZE

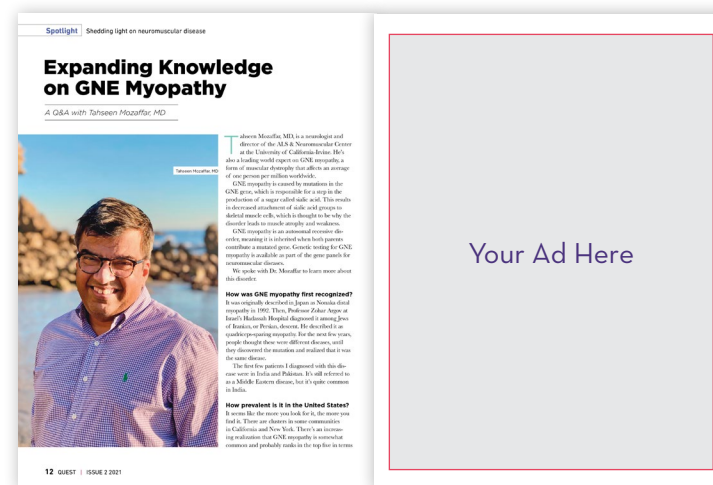
DIMENSIONS

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.

Promote
products and
services for the
neuromuscular
disease
community
in Quest
Marketplace.
**See rates on
page 7.**

Additional
advertising
opportunities
are available,
including
inserts, onsets,
and cover
wraps.
**See page 9
for details.**



MECHANICAL SPECIFICATIONS

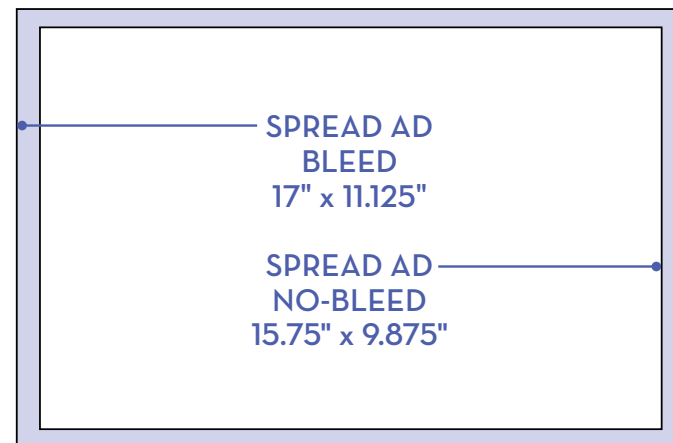
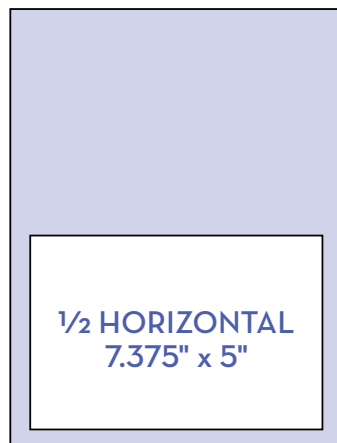
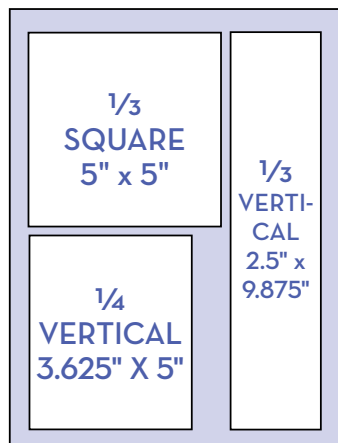
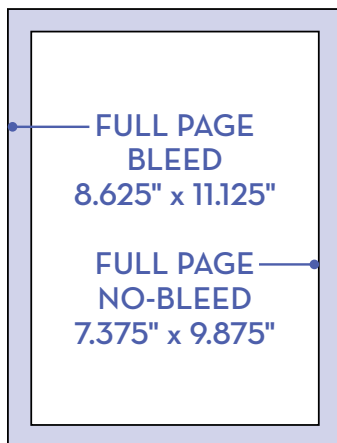
Trim Size:
8.375" x 10.875"

Bleed:
0.125"

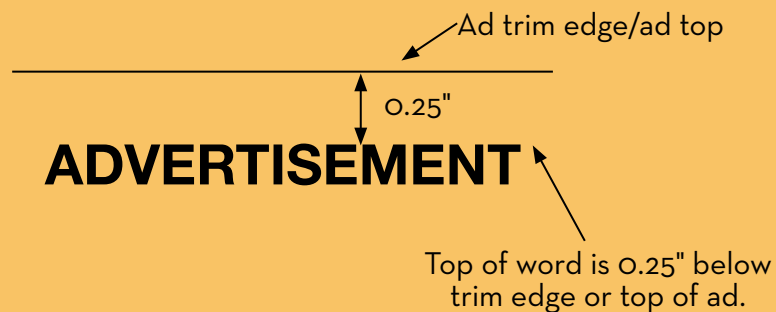
Live Area:
7.375" x 9.875"

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.

2023 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 SPECS

1/6 page vertical

2.25" x 5"

1/9 page vertical

2.25" x 2.875"

COMPANY LISTING

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.

Company Listings

Do you have a product or service that promotes solutions for the neuromuscular disease community?

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

- + Reach Quest's community of people with neuromuscular diseases, their families, and healthcare providers in the 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 cullorem

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 cullorem

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 cullorem

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"I enjoy reading the magazine for the information about the disease. I use this information to pass along to other people that ask about muscular disease." – Quest reader

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.

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%).

QR CODES


- + **Color:** Any QR code appearing in a print advertisement is required to be composed of one color. For the best QR code scanning results and to avoid registration issues on press, no multi-color, RGB color format, spot colors, or gradients will be accepted.
- + **Size:** To make sure the majority of current smartphones can scan it, a QR code should be at least 0.75 inches wide by 0.75 inches long.
- + Any unusual, branded, customized, or multi-color QR codes could lead to an unscannable QR code in the printed magazine. GLC accepts no responsibility for QR codes that malfunction as a result of press errors.
- + It is best practice to have the destination link active at the time of ad submission.

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.

Pompe disease

Gene Transfer Study for Late-Onset Pompe



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

PROGRESS NOW

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 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 2023

ISSUE	AD CLOSE	MATERIALS DUE
Issue 1	Dec. 5, 2022	Dec. 21, 2022
Issue 2	March 6, 2023	March 22, 2023
Issue 3	June 1, 2023	June 20, 2023
Issue 4	Sept. 13, 2023	Sept. 29, 2023

Dates are subject to change.

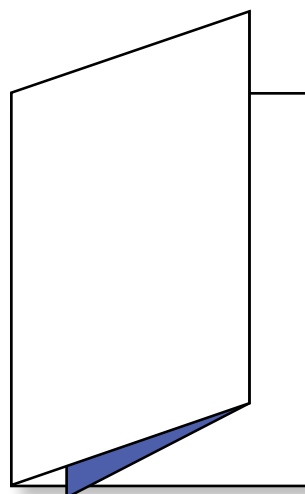
Stand Out From the Crowd

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

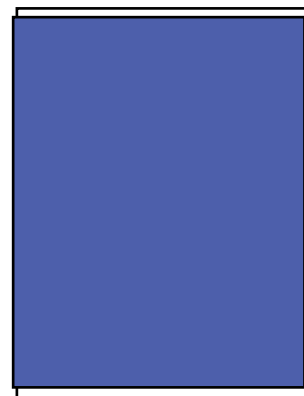
- + **Gatefolds:** Gain three pages of advertising or advertorial space inside the front cover or in the center of the magazine.
- + **Cover tips, cover wraps, and belly bands:** Make your message the first thing readers see.
- + **Custom inserts:** Place your postcard or promotional piece in Quest.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

Sponsorship opportunities are available upon request.

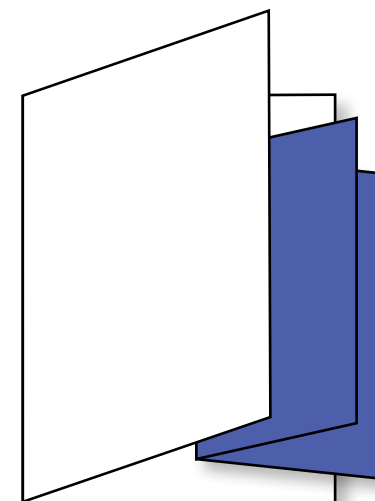
Advertiser area of content = ■



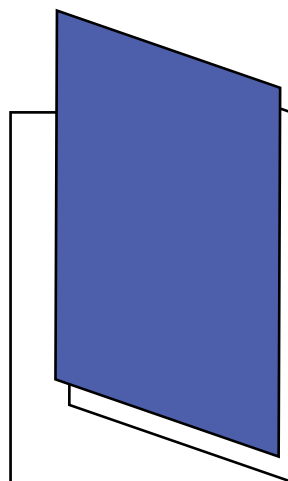
Gatefold cover



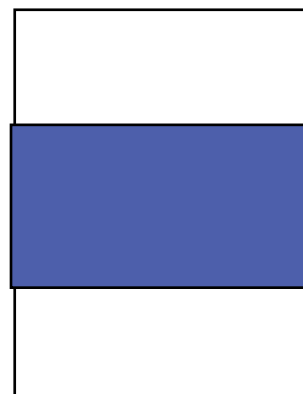
Cover tip



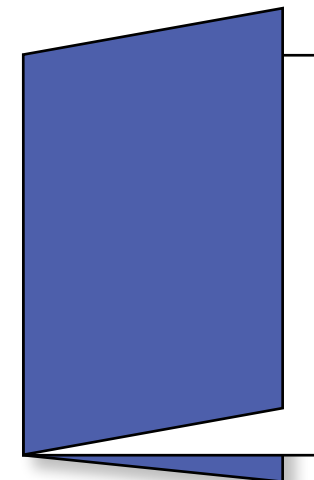
4-page custom insert



Polybagged onsert
(placed over back cover)



Belly band



Cover wrap

QUEST MEDIA ADAPTIVE LIFESTYLE WEBSITE

10
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).

MONTHLY WEBSITE AD RATES

CAMPAIGN DURATION AND 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.

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 AD SPECS

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

*One asset is needed for these ad positions.

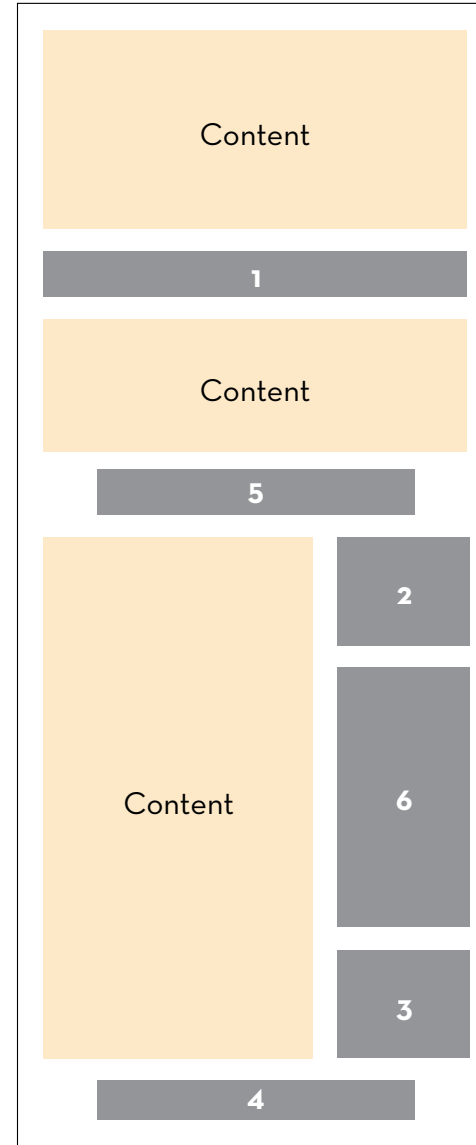
ACCEPTABLE FILE FORMATS

- 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
- HTML5/rich media
 - ZIP archives may contain up to 200 files
- Custom HTML/third-party tags

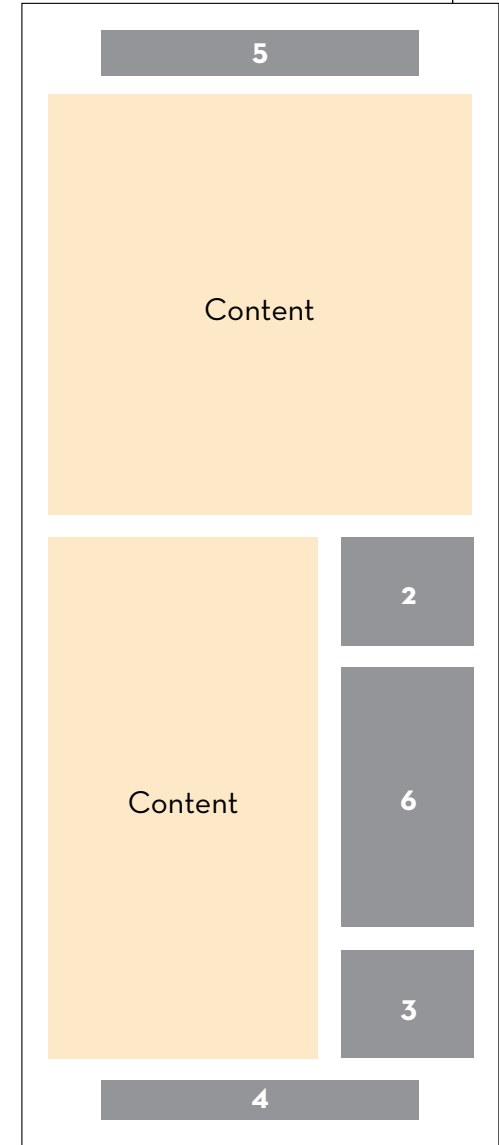
SUBMITTING DIGITAL FILES

- Submit digital ad materials to **glcadsbmit@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



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

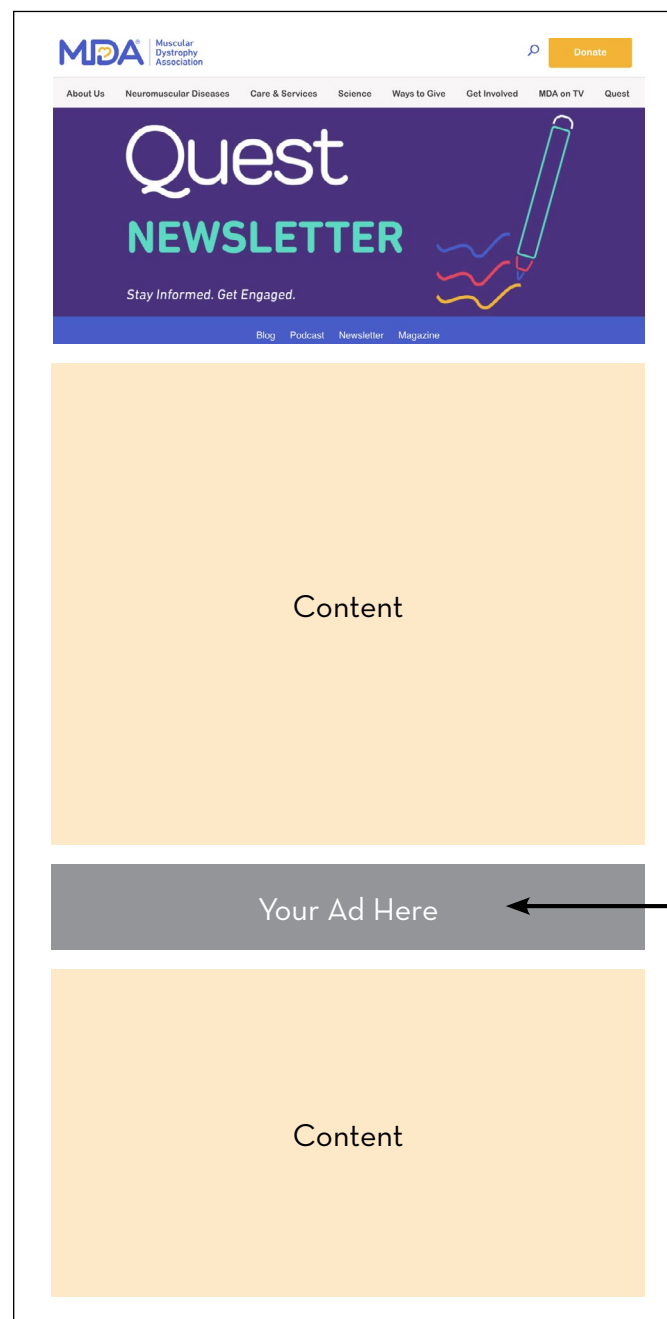
Reach

- + 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.

\$9,000 per banner



Banner Ad

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
- + 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.

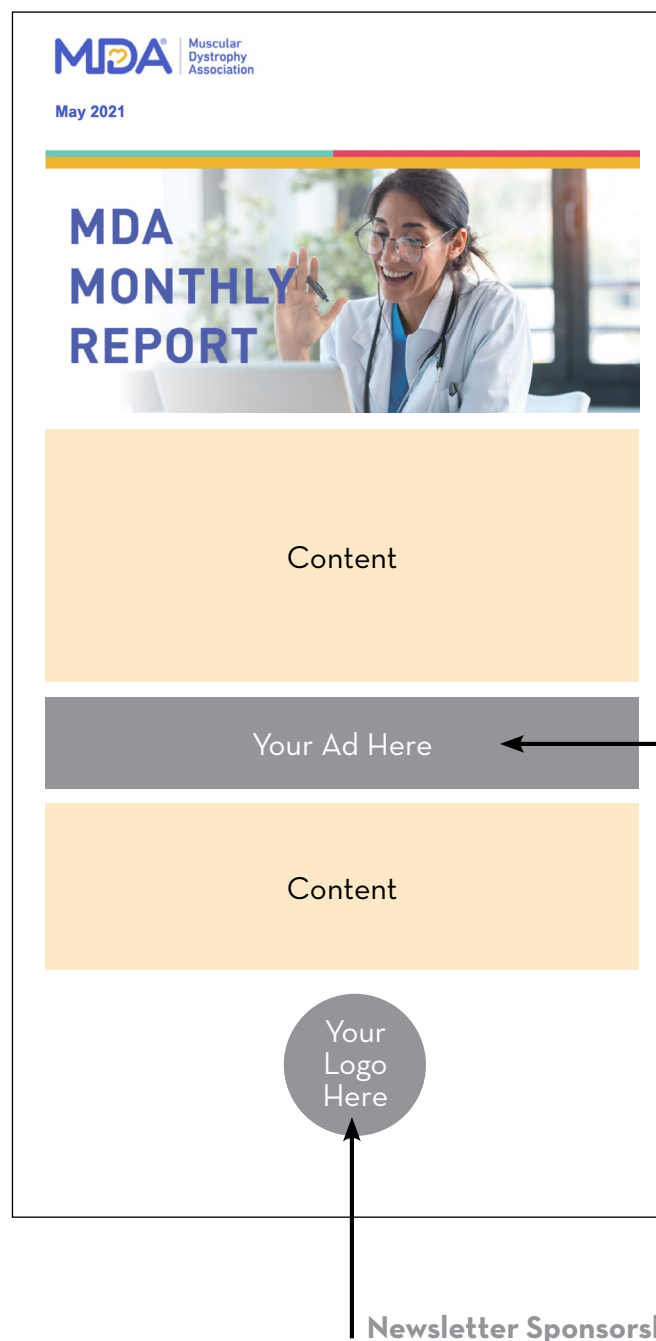
\$8,750 per banner

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	\$2,200
3 Issues	\$5,500
6 Issues	\$8,500
12 Issues	\$13,500





Quest Podcast

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

Episodes include:

- + Lights, Camera, Action — and Accessibility
- + The ABCs of Accessible Travel
- + Turning Pain Into Purpose — an ALS Advocate's Story
- + The Power of ALS Registries
- + Know Your Rights — a Conversation with Judith Heumann
- + Parenting
- + Love & Marriage
- + Siblings Tell All
- + Holiday DIY Gifts, Crafts & Recipes

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

Deadlines and cancellation policy:

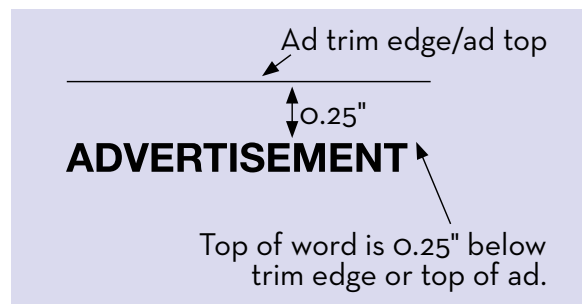
- + Scripts/WAV creative files are due 30 days prior to designated monthly episode.
- + Cancellations must be received in writing 60 days prior to the month reserved. Cancellations after 60 days will incur a 50% penalty.

*Sponsorship
pricing available
upon request*

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 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 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, poly-bagged 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 Run of Site 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 via ACH Payment Transfer information will be provided.

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.

