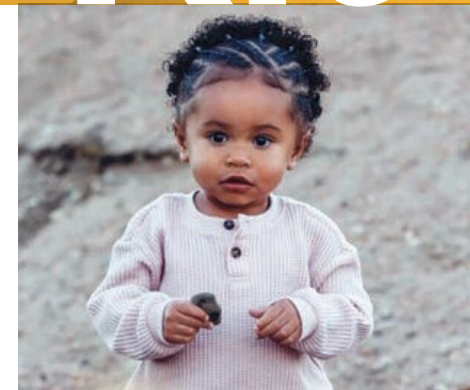


# Quest Media

MDA<sup>®</sup> Muscular  
Dystrophy  
Association

# 2024 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

Quest Media is an innovative healthcare and adaptive lifestyle platform – including a magazine, blog, podcast, and e-newsletter – owned and operated by MDA. With the power of this platform, we raise awareness by having important conversations with experts, thought leaders, and our community about topics that matter to them.

## About Quest Magazine

Quest, MDA's national flagship quarterly publication, has been trusted and valued by the neuromuscular disease community for more than 25 years. It informs and empowers readers with a blend of scientific information, clinical updates, and relevant insights, including personal stories and articles covering topics like employment, accessible travel, adaptive fashion, home modifications, and much more. Our goal is to be the hub of information, tools, and resources for the neuromuscular disease and broader disability communities.



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 Highlights

- + Has a national circulation of 100,000 and an average issue readership of 200,000
- + Is distributed throughout the MDA Care Center Network at more than 150 top medical institutions nationwide
- + Is available to additional audiences as a downloadable PDF version at [MDAQuest.org](http://MDAQuest.org)



## Our Mission

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 magazine is read by an engaged audience of 200,000 – including individuals and families living with neuromuscular diseases and other disabilities and their friends and caregivers. Quest also is a valuable resource for researchers and multidisciplinary healthcare providers throughout the MDA Care Center Network.

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.



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

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

## 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 scientists, physicians, nurses, and allied healthcare providers 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.

## 2024 Editorial Calendar



### Issue 1

Parents' guide:  
Raising a child with a  
neuromuscular disease

**AD CLOSE**

12/4/23

**MATERIALS DUE**

12/20/23

**PUBLICATION DATE**

February 2024



### Issue 2

Universal design:  
What does it mean?  
Why does it matter?

**AD CLOSE**

3/6/24

**MATERIALS DUE**

3/22/24

**PUBLICATION DATE**

May 2024



### Issue 3

Back to school and  
off to college:  
Tips and resources

**AD CLOSE**

6/3/24

**MATERIALS DUE**

6/17/24

**PUBLICATION DATE**

August 2024



### Issue 4

Holidays:  
How to make  
the season great

**AD CLOSE**

9/11/24

**MATERIALS DUE**

9/24/24

**PUBLICATION DATE**

December 2024

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

### 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.

## QUEST 2024 RATES

### AD SIZE

4/C Ads	1x	2x	3x	4x
Full page	\$12,000	\$11,500	\$11,000	\$10,500
1/2 page	\$9,000	\$8,500	\$8,250	\$8,000
1/4 page	\$4,500	\$4,000	\$3,500	\$3,250
Black & White ISI (Pharmaceutical advertisers only)	1x	2x	3x	4x
Full page	\$11,500	\$11,000	\$10,500	\$10,250
Premium Positions	1x	2x	3x	4x
2-page center spread	\$23,000	\$22,500	\$22,250	\$22,000
Cover 2 & 3	\$20,000	\$15,500	\$15,250	\$15,000
Cover 4	\$21,000	\$19,500	\$19,000	\$18,500

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"
* 1/4 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 6.**

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

Your Ad Here

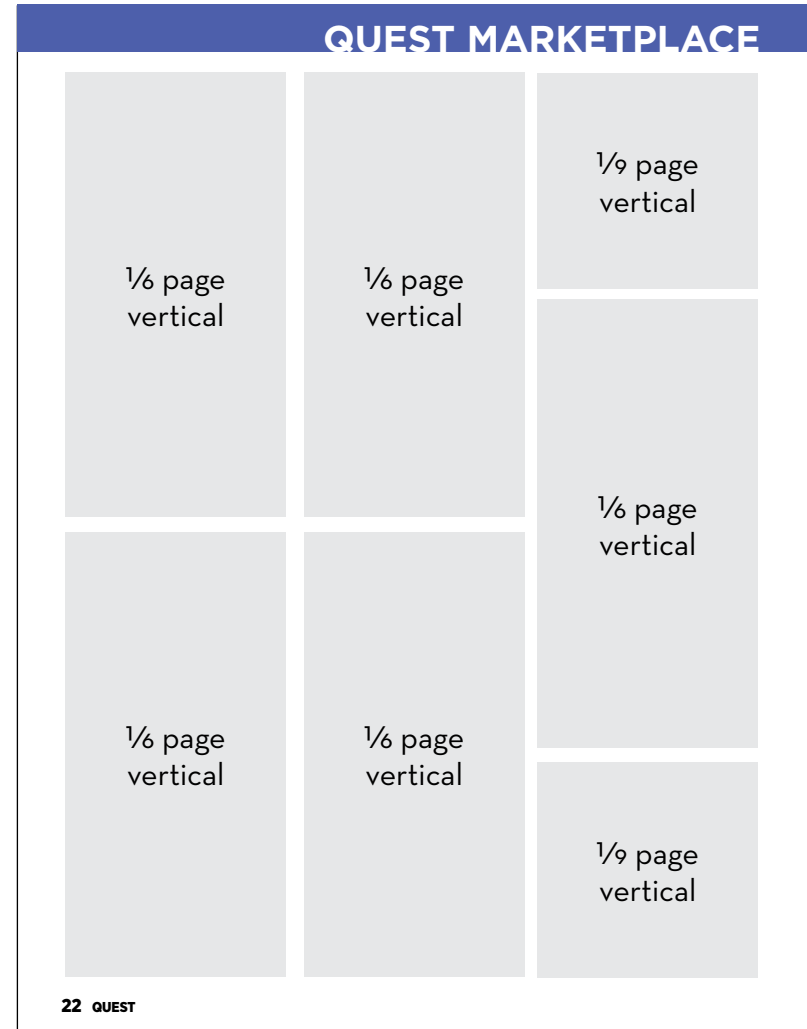
**Do you have a product or service that promotes solutions for the neuromuscular disease community?** Don't miss this valuable opportunity to reach Quest readers. For more information, contact Elisa Beerbohm at [EBeerbohm@mdausa.org](mailto:EBeerbohm@mdausa.org).

<b>2024 MARKETPLACE AD RATES (4-COLOR)</b>				
<b>AD SIZE</b>	<b>1x</b>	<b>2x</b>	<b>3x</b>	<b>4x</b>
1/6 page vertical	\$4,000	\$3,500	\$3,000	\$2,500
1/9 page vertical	\$3,500	\$3,000	\$2,500	\$2,000

- + Reach Quest's community of people with neuromuscular diseases, their families, and healthcare providers.
- + Quest readers are uniquely engaged with the products, services, and information they find in Quest and poised to take action.

*“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

**AD SIZE DIMENSIONS**  
**1/6 page vertical:**  
 2.25" x 5"  
**1/9 page vertical:**  
 2.25" x 2.875"





## MECHANICAL SPECIFICATIONS

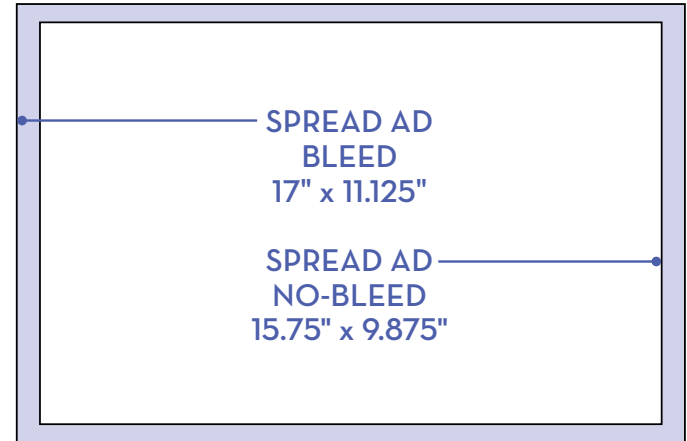
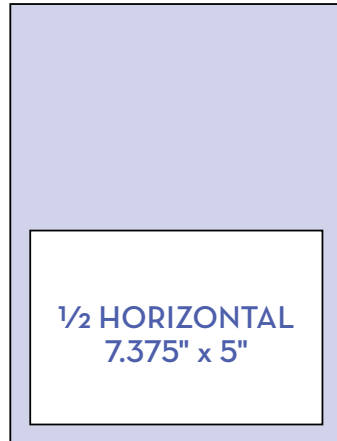
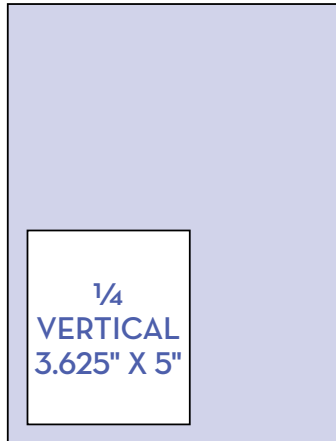
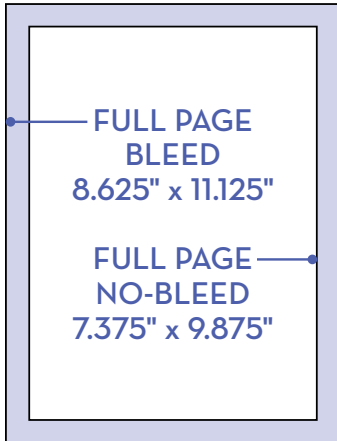
Trim Size:  
8.375" x 10.875"

Bleed:  
0.125"

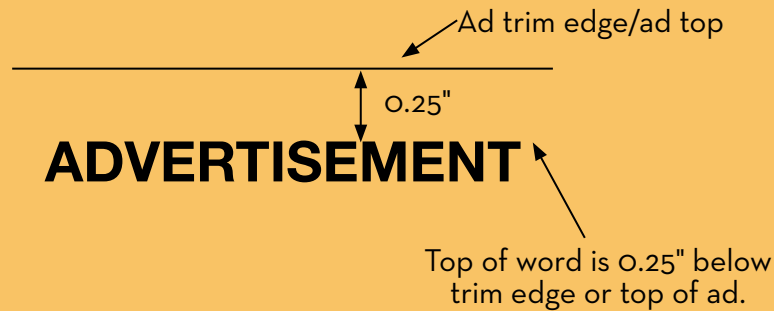
Live Area:  
7.375" x 9.875"

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](#).



## Mechanical Specifications

### ACCEPTABLE FILE FORMAT

- + Please supply a hi-res print-ready PDF/X-1a file.
- + View specifications at [swop.org](http://swop.org) or [adobe.com](http://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, multi-color, RGB color format, spot colors, or gradients will not be accepted.
- + **Size:** To make sure the majority of current smartphones can scan it, a QR code should be at least 0.75" wide by 0.75" 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.

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 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.

Researchers at Academix 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

Your Ad Here

### AD DEADLINES 2024

ISSUE	AD CLOSE	MATERIALS DUE
Issue 1	Dec. 4, 2023	Dec. 20, 2023
Issue 2	March 6, 2024	March 22, 2024
Issue 3	June 3, 2024	June 17, 2024
Issue 4	Sept. 11, 2024	Sept. 24, 2024

*Dates are subject to change.*

### BEFORE YOU SUBMIT YOUR AD

**Go through this checklist to make sure your ad meets our requirements:**

- All colors are CMYK color only (no RGB, LAB, Spot/PMS)
- QR codes are composed of one color
- All images are at minimum 300 dpi
- All fonts have been outlined or embedded
- All ad pages are labeled ADVERTISEMENT, except for B&W ISI pages

### SUBMITTING FILES

For PDFs smaller than 10MB, send via email to [glcadsubmit@glcdelivers.com](mailto:glcadsubmit@glcdelivers.com). For PDFs larger than 10MB, contact [glcadsubmit@glcdelivers.com](mailto:glcadsubmit@glcdelivers.com) for alternate file transfer methods.



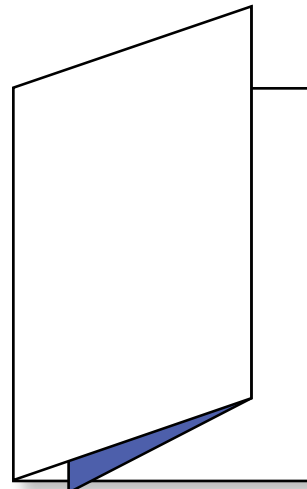
## Stand Out From the Crowd

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.*

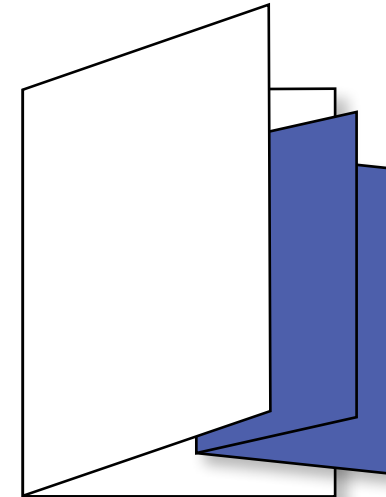
Advertiser area of content = ■



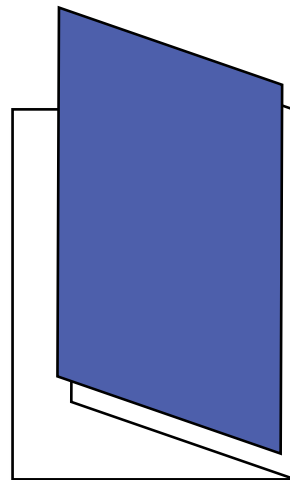
Gatefold cover



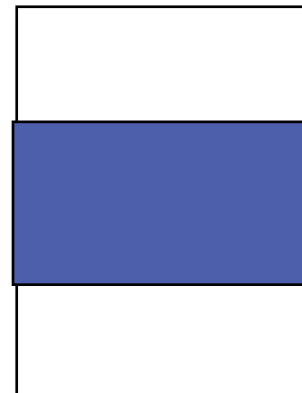
Cover tip



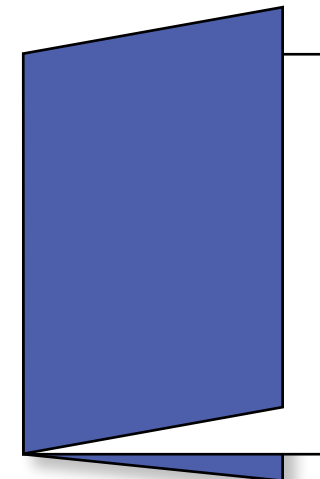
4-page custom insert



Polybagged onsert  
(placed over back cover)



Belly band



Cover wrap

The Quest Media adaptive lifestyle website features ad spaces viewable across desktop, tablet, and mobile platforms. Reach Quest’s engaged audience at [MDAQuest.org](http://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.
- + Ad sizes that are not supplied at deadline will not qualify for additional discounts.
- + If requested, digital ads can be served within the US only.
- + All website advertising is a 3-month minimum buy.
- + 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
Video Space (Homepage, 2 rotations)	\$3,500	\$3,000	\$2,500	\$2,000

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



**81%** of Quest readers are likely to visit [MDAQuest.org](http://MDAQuest.org) monthly or more often.

[MDAQuest.org](http://MDAQuest.org) is updated regularly with the latest magazine, blog, and podcast content. The website showcases digital ad spaces that are viewable across desktop, tablet, and mobile devices.

## 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
Video	1920 x 1080 px	1920 x 1080 px	1920 x 1080 px

\*One asset is needed for these ad positions.

## VIDEO FILES

**Format:** MP4 **File size:** 5-10 MB  
**Min. resolution:** 1080 px (full HD) **Length:** 3-60 seconds  
**Aspect ratio:** 16:9 (horizontal)

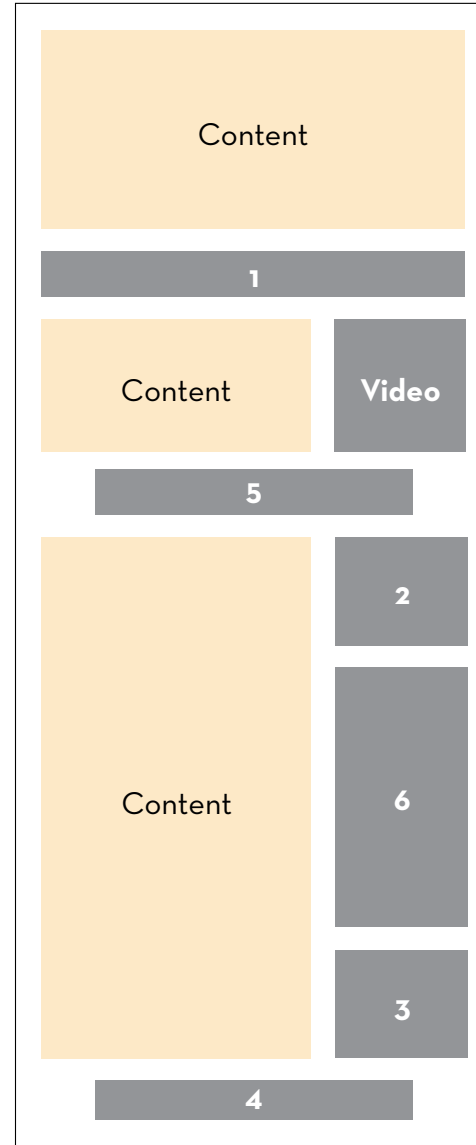
## ACCEPTABLE FILE FORMATS

- 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

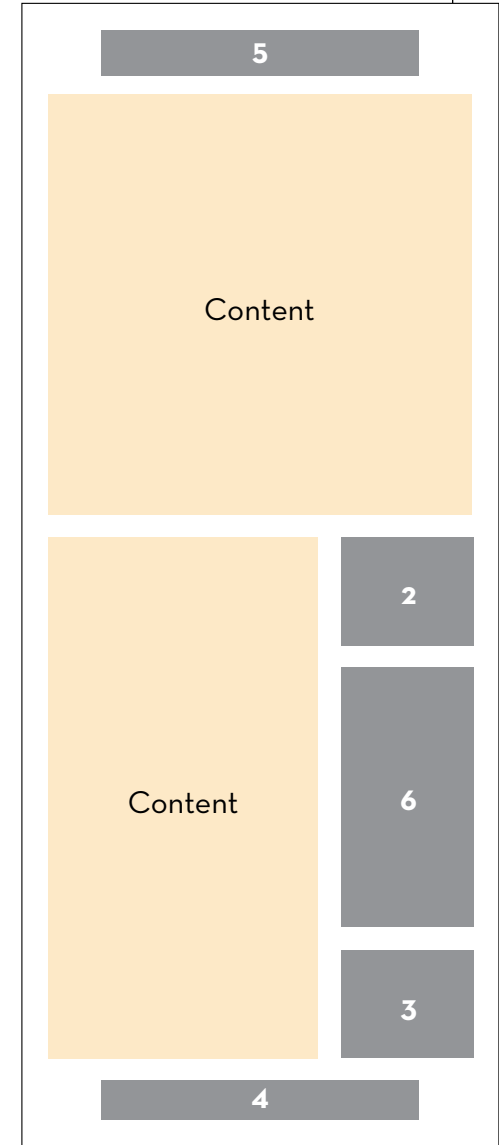
## SUBMITTING DIGITAL FILES

- + Submit digital ad materials to [glcsubmit@glcdelivers.com](mailto:glcsubmit@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 community readers in the MDA email database and posted online at [MDAQuest.org](http://MDAQuest.org). The content promotes magazine articles, podcast episodes, and exclusive online content that connect readers to educational resources and events designed for MDA's community and a regularly updated list of recruiting clinical trials.

## Benefits

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

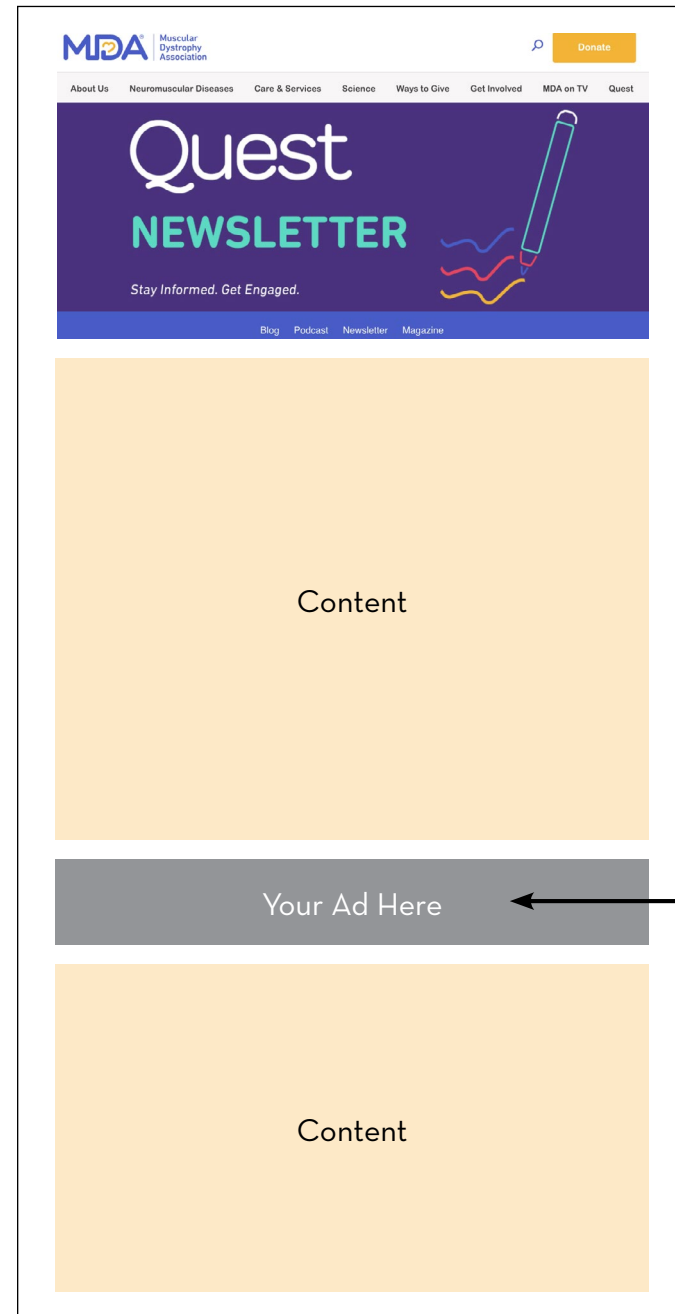
## Reach

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

**\$9,200 per banner**  
**\$13,000 per month Sponsored Content opportunities**



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](http://mda.org). The newsletter provides the MDA Care Center Network 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

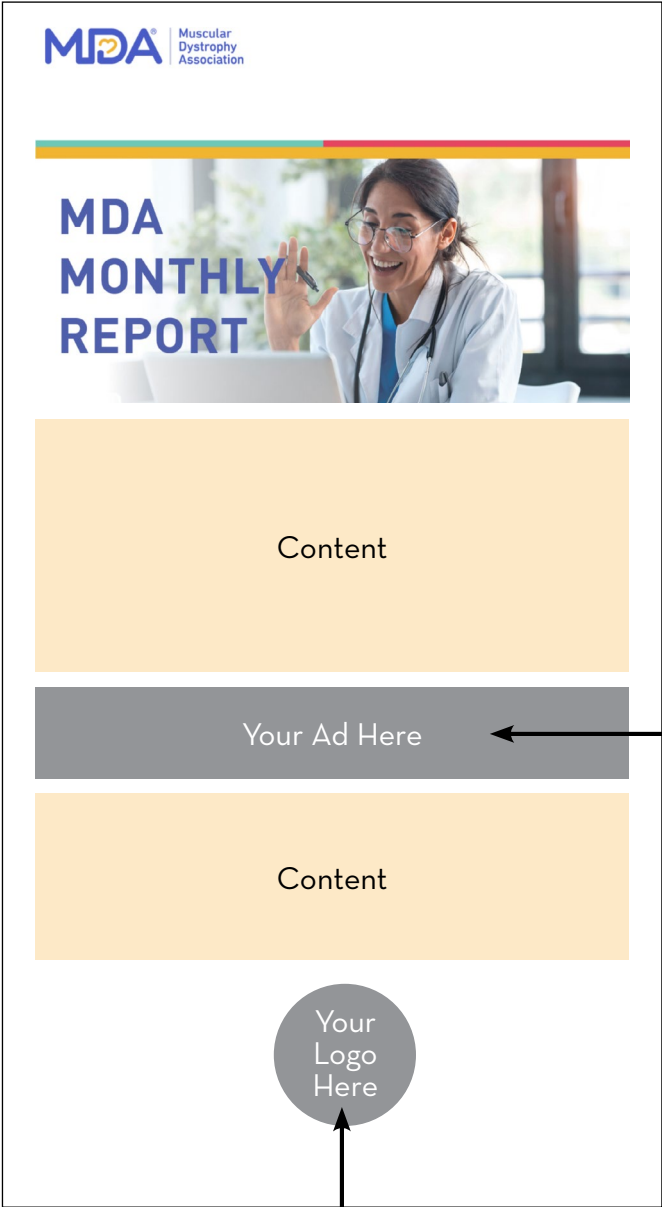
- + 600 x 75 px banner ad
- + Limit two advertisers per newsletter
- + **Tag requirements:** Standard clickTAGs required with impression trackers that use 1 x 1 px images. Iframe, JavaScript Tracking Codes, and Flash Ads are not supported.

\$9,000 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	\$3,000
3 Issues	\$6,000
6 Issues	\$9,000
12 Issues	\$14,000



Banner Ad

Newsletter Sponsorship Logo



## 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:

- + Expert Accessible Travel Tips for Your Next Vacation
- + The Changing Landscape of Neuromuscular Care
- + Embracing Life with a Disability
- + Creating an Inclusive Work Environment
- + Know Your Rights – a Conversation with Judith Heumann
- + 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.

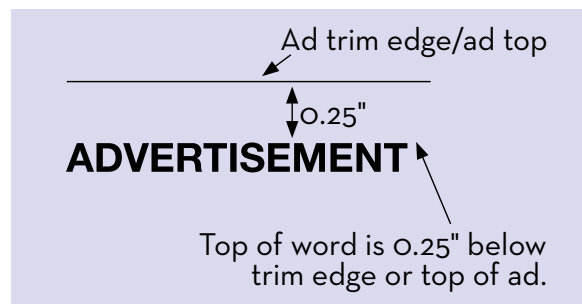
*Sponsorship pricing is available upon request.*



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 organizations
- 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 and Sponsored Content) print advertising in Quest Magazine must be received (30) days prior to the issue ad close date as stated in the media kit. Cancellations made after the stated media kit ad close date will incur a 50% penalty for the total amount of the ad campaign reserved. Cancellations for all Premium Positions (Covers 2,3 & 4, Center Spread, Polybagged Onserts, and First Right of Refusal) positions must be received in writing (60) days prior to the stated media kit ad close date and will incur a 50% penalty for the total amount of the premium position placement. Cancellations will not be accepted after the ad close date. There are no exceptions.

Cancellations for digital advertising (e-Newsletters and Podcast) must be received in writing (60) days prior to the month of deployment. Cancellations received after 60 days will incur a 50% penalty for the total amount of the ad campaign reserved. Cancellations for Quest Digital ([MDAQuest.org](http://MDAQuest.org)) must be received in writing (30) days prior to the scheduled campaign month. Cancellations after 30 days will incur a 50% penalty for the total amount of the campaign.

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. Publisher reserves the right to discontinue future advertisements if advertiser or its agency fails to pay an invoice within 60 days after issuance. Nonpayment of Quest Media invoices will result in permanent cash with order status, no exceptions. 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.*

