



Judy Boone,
diagnosed with
MS in 2007

momentum[®]

MEDIA KIT 2019

Reach

our extensive
readership of
**more than
1 million**
people with MS,
their families
and health
professionals.

Connect

with **Momentum**
readers in print
and online.

Support

the National
Multiple Sclerosis
Society's vision
of a world free
of MS.



2016 Hermes Creative Awards
Platinum Award for Print Media Design –
Illustration/Graphic Design

Gold Award for Print, Website and Tablet App –
Cross Platform Content Program



Winner
2018
Momentum
Summer 2017 issue,
Website and App –
Award of Excellence in
the category Campaigns,
Programs & Plans –
Health & Medical



Association Media &
Publishing 2016
Excel Bronze Award for
Magazine Website

Excel Bronze Award for
Feature Article Design,
“Yes, you can regain bladder
control” (Spring 2015)

Welcome

Momentum, an 80-page quarterly magazine, is the largest publication focused on multiple sclerosis in the world with a circulation of **500,000** and an average issue readership of over 1 million.

About Momentum

- **Momentum** recipients include people affected by MS, physicians, nurses and allied health care providers, event fundraisers and donors to the National MS Society.
- **Momentum** provides reliable, comprehensive and timely information about all aspects of MS.
- Companion tools to **Momentum** include an interactive magazine app and website that reaches **more than 164,000 visitors** annually.

About the National MS Society

The National Multiple Sclerosis Society exists because there are people with MS. Our vision is a world free of MS. Everything we do is focused so that people affected by MS can live their best lives as we stop MS in its tracks, restore what has been lost and end MS forever.



Out-stressing stress

by Aviva Patz

Clarisa Walcott, 40, of Portland, Oregon, gets stressed every six months, when she's scheduled to get her infusions of Rituxan, an intravenous drug used for the joint pain and swelling that she experience with her multiple sclerosis.

"Most of the time my MS is in the background, but when it's close to infusion time, my anxiety goes up," says Walcott, a mother of three. "All of my symptoms start flaring—the chronic pain in my feet, vibrations in my legs and general weakness. Anxiety is a real trigger

How to identify and manage the tension MS might cause



PHOTO COURTESY OF LAUREL LEE

Alabama. "We do but we do know chronic disease, diabetes, stress le and more visits to

Here are some people with MS, impact on symptoms cope with stress.

Defining stress
Stress originally r or flight reaction face danger, but t of anything that c tension—whether medication or na of insurance.

Causes of str
MS is unpredicta stressor, accordin a clinical psychol people with MS t tell people what week with their e it. It's the not kn stress and anxiety

Clarisa Walcott says she feels stressed right before getting infusions. Yoga to calm her.

Who is reading Momentum?

Our most recent readership survey revealed:

84% of our audience is female

77% of recipients have MS. On average, those with MS were diagnosed 16 years ago

63% of Momentum's audience are 35-54 years old

68% of Momentum readers report reading the last four issues

44% pass their issues to at least one other person, and 26% saved an article for future reference

36% have taken one action as a result of reading advertising

72% have taken at least one action as a result of reading articles or columns in Momentum

61% of Momentum readers are interested in MS research and find that the articles meet their needs

47 minutes is the average time readers spend with each issue

momentum
nationalMSSociety.org/momentum
SUMMER 2018

Out-stressing stress
How to identif-



Angela Lott, diagnosed with MS in 1992

What is multiple sclerosis?

Multiple sclerosis is an unpredictable, often disabling disease of the central nervous system that disrupts the flow of information within the brain, and between the brain and body. Symptoms vary from person to person and range from numbness and tingling, to walking difficulties, fatigue, dizziness, pain, depression, blindness and paralysis.

MS affects more than **2.3 million** people worldwide. Read more at nationalmssociety.org/what-is-MS.

Why advertise in Momentum?

Momentum connects people affected by MS to the resources and information they need to live their best lives and offers access to the most sophisticated, best informed and engaged audience that takes action as a result of what they read. The magazine provides the most proactive and comprehensive information about MS, and offers advertisers a targeted pipeline to reach key decision makers and influencers in the MS community.



2019 Momentum editorial features

The award-winning magazine includes in-depth stories about people living with MS, expert opinions from MS specialists, and reports on current events, MS advocacy and recent advances in MS research.

Kellen Prouse
who was
diagnosed with
MS in 2010,
and his wife,
Meghann



Thrive

Deep dives into wellness, symptom management, social matters and employment issues, with a focus on strategies that enable people with MS—as well as their families and caregivers—to live their best life.

Connect

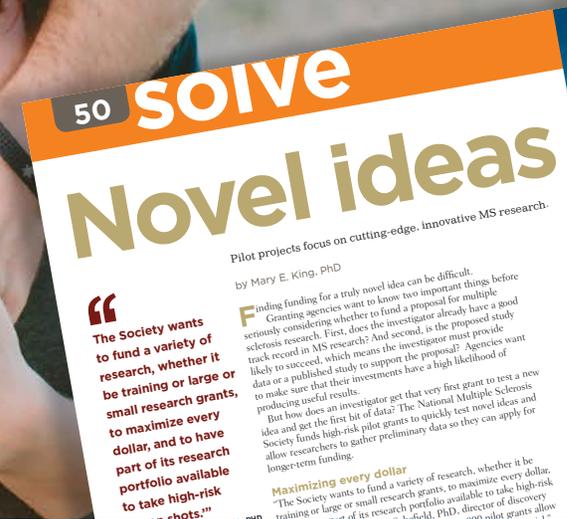
Building, growing and maintaining relationships—both personal and professional—in a life with MS.

Solve

The latest scientific research, discoveries and findings about MS, and how they're improving people's lives.

Impact

Spotlight on the MS movement in action; helps to raise awareness, support and funds. Profiles of people and organizations that have touched lives within the MS community.



Dawnia Baynes,
diagnosed with
MS in 2006

Department / articles

In the know

Practical tips for managing finances, home life, health, nutrition and fitness.

Fired up

First-person narratives from people with MS, raising their voices about an issue, challenge or event meaningful to them.

This is me

Reader-submitted stories and art designed to inspire, humor and uplift.

fired up
Raising our voices

Just keep going

It's not always easy, but I'm grateful for everything I can do.
by Linda S. Bridges

I was diagnosed with multiple sclerosis in 2001 at age 45, after two exacerbations. The second relapse came after my boyfriend died. Both happened within a year during extreme hot spells in the Northeast, where I live. Perhaps seven or eight years before those two exacerbations, I went to a neurologist because of numbness in my pelvic region. After I had an MRI and spinal tap, the doctor told me that I might have MS, but that the symptoms would probably disappear. And he said, "Don't lose any sleep over it."

After the doctor's office, awaiting results from my latest tests. I was sitting next to a woman about my age, in a wheelchair, bone thin, who told me, "That's what I have." Looking at her, I thought, "That is what will happen to me."

Shortly after my diagnosis, I ran into an acquaintance. He introduced me to his wife, Mary, and asked if I was OK. I told them about my MS diagnosis. Mary said very little, but when we encountered, they came into my life.

saving. "Keep doing everything you can do," she told me. "Walk your dog, hike, do the work you are doing, keep doing it. Don't stop."

That advice may well have changed the course of my life and my disease. I also have saved me. Not to me, but to the total support and encouragement I have participated in both a 5K and Bike MS. That was hard, but I did it. I can read, do yoga, walk, watch friends with brain cancer, and many other disabilities. I am alive. I am grateful.

My experience is not everyone's. Part of it may be attitude, part may be need for injections and date not to. I am lucky, grateful to be living and grateful to be living. Machu Picchu is on my list to stop, and I will keep driving people crazy!

Linda S. Bridges

Print ads

Print deadlines

| Issue Date | Ships | Space close | Materials due |
|------------------|---------------------|-------------|---------------|
| Spring 2019 | Late March | 12/6/18 | 1/17/19 |
| Summer 2019 | Late June | 3/13/19 | 4/22/19 |
| Fall 2019 | Mid September | 5/15/19 | 6/25/19 |
| Winter 2019-2020 | Early December 2019 | 8/13/19 | 9/23/19 |

Print rates

| Four Color Ad Rates | | | | |
|---------------------|----------|----------|----------|----------|
| | 1x | 2x | 3x | 4x |
| Full Page | \$25,573 | \$24,472 | \$24,200 | \$23,373 |
| ½ Page | \$15,345 | \$14,684 | \$14,523 | \$13,203 |
| ⅓ Page | \$10,228 | \$9,788 | \$9,678 | \$8,798 |
| ¼ Page | \$8,185 | \$7,745 | \$7,478 | \$7,038 |

| Black & White Ad Rates | | | | |
|------------------------|----------|----------|----------|----------|
| | 1x | 2x | 3x | 4x |
| Full Page | \$19,476 | \$18,638 | \$18,430 | \$17,804 |
| ½ Page | \$11,368 | \$11,118 | \$10,737 | \$10,106 |
| ⅓ Page | \$7,791 | \$7,460 | \$7,368 | \$6,703 |
| ¼ Page | \$6,228 | \$5,898 | \$5,695 | \$5,360 |

Custom inserts and onsets are available. See page 11 for details.

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

15% agency discount to recognized agencies only.



Print specs

| | |
|--|---------------------------------|
| Trim Size: 8" x 10.5" | Bleed: 0.125" |
| Safety from Trim: minimum 0.25" | Binding: Saddle stitched |

Live area: All type must be 0.25" from the final trim, and a minimum of 0.125" from the gutter

| Print Ad Sizes | Dimensions |
|-------------------------------|-----------------|
| Two-Page Spread (bleed) | 16.25" x 10.75" |
| Two-Page Spread (non-bleed) | 15" x 9.5" |
| Full Page (bleed) | 8.25" x 10.75" |
| Full Page (non-bleed) | 7" x 9.5" |
| ½ Page Horizontal (non-bleed) | 7" x 4.5" |
| ⅓ Page Vertical (non-bleed) | 2.25" x 9.5" |
| ¼ Page Vertical (non-bleed) | 3.4375" x 4.5" |

Acceptable file format

Please supply a hi-res print-ready PDF/X-1a file.

Resolution must be minimum 300 dpi.

Crop marks and color bars should be outside printable area (0.125" offset).

Only one ad page per PDF document.

View specifications at swop.org or adobe.com (search on PDF/X compliance).

All fonts must be outlined or embedded.

Premium positioning based on availability (inside front cover, center spread, inside back cover and outside back cover*) and subject to +20%.

*Back cover dimensions may vary based on mail panel requirements.

Are you a small business Interested in our Marketplace advertising options? Contact Amy Lawrence at Tel: 303-698-6100 x15204 or Amy.Lawrence@nmss.org.

Color ● ● ● ●

Color ads must use CMYK process color format only. Ink density not to exceed 300%.

All colors must be converted to CMYK process color format. No RGB, LAB, Pantone or Spot colors will be accepted. Black text 12 pt. or smaller—black only. (C=0%, M=0%, Y=0%, K=100%)

The publisher is not responsible for the final reproductive quality of any materials provided that do not meet the defined specifications of the publication.

Proofs

A COLOR PROOF PRINTED AT 100% WITH REGISTRATION MARKS AND COLOR BARS MUST ACCOMPANY ALL NEW COLOR ADS. For contact color:

Kodak approval, FinalProof, Match/Print or other SWOP-certified color proof. View specifications online at swop.org.

The publisher will not be held responsible for color running incorrectly if a color proof is not submitted by the advertiser. Failure to follow these guidelines may require additional time and charges and/or sacrifice reproduction predictability.

Submitting print files

Ad Portal (SendMyAd): PDF ONLY.

Ad Portal cannot accept compressed files.

Photoshop files saved as PDFs are acceptable, but must be set to bleed size. When uploading, select the size for Photoshop PDFs.

All print creative must be submitted through SendMyAd.

1. Go to momentummagazine.sendmyad.com and create an account if you're a new user. If there are multiple members on your team, please be sure to use the SAME company name and address (and enter it in the exact same way) in order to have your accounts properly linked. For example, all users should enter "ABC Company." Anyone using "Abc Co." will not be recognized as a user within the same company.
2. Under Actions choose "SendMyAd."
3. Choose Momentum from the Publication drop-down menu.
4. Choose the size of the ad and the issue it's going into.
5. Choose your file and upload.

SendMyAd will preflight your file and issue any warnings. If there are warnings you can fix the file and upload a revised file. If there are no warnings, approve the ad and you're done! Note: Photoshop files saved as PDF may not have the correct trim boxes and may appear as the bleed box. However this can be corrected using the "Reposition" or "Center Ad" feature on the portal.

If you are unable to use our ad portal system (SendMyAd), please contact the Production Manager at LKlepitch@glidelivers.com for further instructions.

Send all proofs to:

Amy Lawrence
National MS Society
900 South Broadway, 2nd Floor
Denver, CO 80209
Tel: 303-698-6100 x15204
Amy.Lawrence@nmss.org



Digital ads

Reach Momentum's engaged audience online

nationalMSSociety.org/Momentum and the Momentum app are updated quarterly with the latest magazine content and exclusive online features.

Momentum readers take action online.

55% of readers report having visited suggested sites when accessing articles online

Nearly 235,400 page views annually

More than 800,000 ad impressions annually



Digital deadlines

| Issue Date | Space Close | Materials Due | Live Dates |
|------------------|-------------|---------------|-----------------|
| Spring 2019 | 2/5/19 | 2/22/19 | Late March |
| Summer 2019 | 5/7/19 | 5/23/19 | Late June |
| Fall 2019 | 7/22/19 | 8/7/19 | Mid Sept. |
| Winter 2019-2020 | 10/9/19 | 10/28/19 | Early Dec. 2019 |

Website Ad Rates

| | 1x | 2x | 3x | 4x |
|---|---------|---------|---------|---------|
| Leaderboard (Run-of-Site, Rotating) | \$2,888 | \$2,310 | \$1,733 | \$1,444 |
| Skyscraper (Rotating) | \$2,310 | \$2,021 | \$1,733 | \$1,444 |
| Square (Rotating) | \$2,021 | \$1,733 | \$1,444 | \$1,386 |
| Mobile Rectangle Top (Run-of-Site, Rotating) | \$2,570 | \$2,268 | \$1,890 | \$1,814 |
| Mobile Rectangle Bottom (Run-of-Site, Rotating) | \$2,142 | \$1,890 | \$1,575 | \$1,512 |
| Video | \$3,780 | \$3,150 | \$2,520 | \$1,890 |

All website ads must be submitted five business days prior to the intended start date and are subject to approval.

20% premium charged for rich media banner ads.

Online rates are net (no additional agency discount provided).

App Ad Rates

| | 1x | 2x | 3x | 4x |
|-----------|---------|---------|---------|---------|
| Full Page | \$2,310 | \$2,021 | \$1,733 | \$1,444 |

Print ads will be automatically replicated for the app version of Momentum magazine, unless the advertiser specifies to "opt out" by the Digital Space Close deadline.

An advertiser may submit app-specific ad materials (specifications available upon request). All new, replacement and app-specific ad materials must be received by the Digital Materials Due date. Additions or replacements after the deadline will be subject to page replacement fees, or the omission of your ad.

The app is accessed through the Apple iTunes and Google Play stores.



Website specs

nationalMSsociety.org/Momentum is updated quarterly with the latest magazine content and exclusive online features.

Online ads are only served in the continental United States.

| Ad Size | LEADERBOARD | SKYSCRAPER | SQUARE | VIDEO | MOBILE RECTANGLE <small>(Ad designed for visibility on mobile device screen)</small> |
|----------------------|-------------|--------------|--------------|--------------|---|
| Dimensions | 728 x 90 px | 160 x 600 px | 300 x 250 px | 640 x 360 px | 320 x 50 px |
| Max file size | 40 KB | 40 KB | 40 KB | 10 MB | 20 KB |
| Animated gif allowed | Yes | Yes | Yes | N/A | no |
| Max animated time | :30 seconds | :30 seconds | :30 seconds | N/A | N/A |

Video advertising requirements

Aspect ratio: 16:9

Video size: 90 seconds

Video poster size: 300 x 150 px

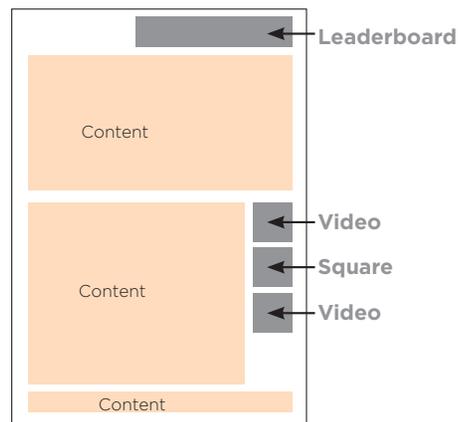
Max length: 90 seconds

Video poster format: .jpg, .png, .gif

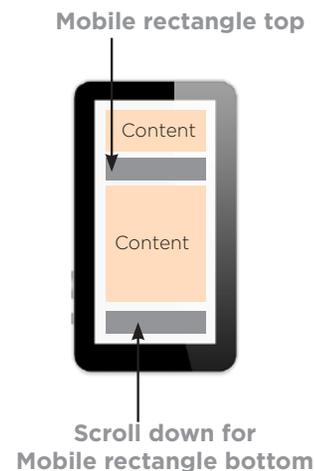
No larger than 40 KB

Video format: .mov or .mp4

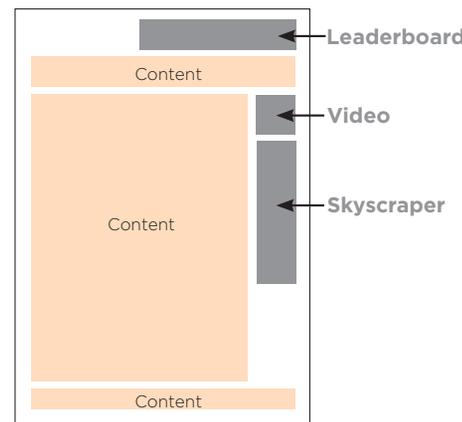
DESKTOP INTERFACE



SMARTPHONE INTERFACE



DESKTOP INTERFACE



Playback and audio on click only.
No autoplay. No looping.

Video can be hosted by Momentum magazine or hosted by the advertiser. If your video is self-hosted, you must provide the direct source link.

Submitting digital files

Email ads to production manager at LKlepitch@glcdelivers.com.

Acceptable file format

| | |
|-------------------------------|------------------------------|
| All web images must be 72 dpi | File types: .jpg, .png, .gif |
| Color format: RGB or indexed | Click tags OK |

Banner, video and mobile ads are designed to work across all modern browsers, but display support will vary across networks and firewall configurations. Banners and mobile ads are served using Google Ad Manager and may be blocked by some networks from view.



More opportunities

Make a bigger impact

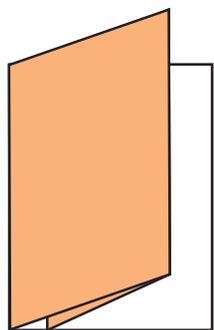
Momentum offers new ways to help your brand stand out from the crowd. Get noticed by our highly targeted audience of people with MS, their families, caregivers, physicians and researchers.

- **Onserts:** Make your message the first thing readers see.
- **Gatefolds:** Gain three pages of advertising space inside the cover or in the center of the magazine.
- **Sponsorships:** Sponsor Society programs and campaigns.

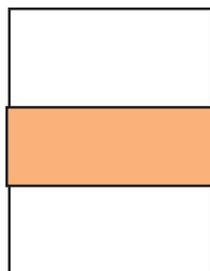
Integrated marketing

We will work with you to customize an integrated marketing plan to enhance your company's brand recognition. Integrated packages are an affordable way to gain maximum exposure and to help you effectively target new customers.

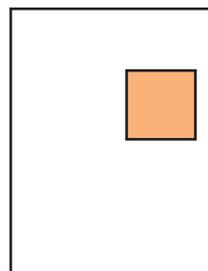
Bundled packages are available. Contact Amy Lawrence at Amy.Lawrence@nmss.org or 303-698-6100 x15204 for details



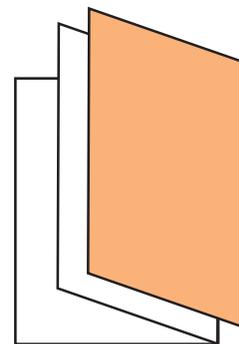
Gatefold



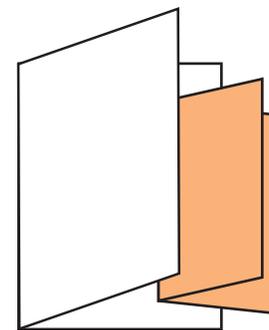
Bellyband



Sticky Note



Onsert



Insert



Advertising guidelines

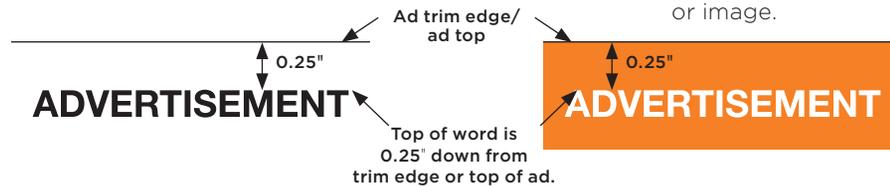
All full color ads must be labeled “ADVERTISEMENT.” The exception is for B&W Patient ISI/Safety Information pages. The word ADVERTISEMENT must be in 14 pt Helvetica Bold typeface, ALL CAPS, in black or drop-out white. The Society reserves the right to correct ads that do not comply with this guideline by placing the word ADVERTISEMENT over the ad at the publisher’s discretion.

Examples of type style, size and placement:

“ADVERTISEMENT”

in Helvetica Bold, 14 pt font

On a white/light background.



- All production charges are net and non-commissionable to advertising agencies.
- All new advertisements are reviewed by all parties the Society deems necessary to ensure that the ad is consistent with our guidelines. If an advertisement does not meet these guidelines, the advertiser will have the opportunity to make revision(s) prior to the closing date.
- Ads that could potentially be confusing to a reader by inferring a direct relationship, affiliation, endorsement or offering by the National MS Society, will be rejected.
- Advertisements from pharmaceutical companies must conform to all FDA regulations.
- All prescription and over-the-counter medications, food products, vitamins, special diets, medical devices and assistive aids promoting specific health benefits for people with MS will only be accepted if claims made in the ad can be substantiated by specific clinical data from a reputable institution.
- We do not accept ads for medical tourism.
- All print publications, DVDs, CDs and programs incorporating any of the above must be reviewed by the Society to ensure accuracy and safety to our readers.

Momentum will not accept ads for participation in clinical trials. The Society will review all requests to recruit volunteers through our website and support study recruitment at our discretion. Inquiries should be directed to the Research & Clinical Programs office.

- Momentum magazine is mailed according to the United States Postal Regulations and adheres to all requirements for Nonprofit Mail Status. This status places restrictions on advertisers from whom we can accept ad submissions. Any advertising that is considered in the categories listed below should be carefully

checked with the USPS and Nonprofit Mail guidelines, as these conditions must be fully met prior to consideration by Momentum magazine for inclusion in publication advertising.

- 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 the National MS Society (“Publisher”) for publication in the print edition or a digital application edition of Momentum.

Advertiser responsibility

It is the responsibility of Advertiser and its agency to check the correctness of their advertisement when submitting their files through SendMyAd. Publisher assumes no responsibility for running wrong creative versions or for errors appearing in advertisements, including incorrect page order of the advertisement, submissions that do not contain an updated corporate logo and/or other errors found in Advertiser’s submission.

Should the Publisher’s contracted printing company make an error related to Advertiser’s order during printing and/or production, Publisher shall not be liable and Advertiser must work directly with the printing company to reach a resolution.

Publisher approval

All contents of advertisements are subject to Publisher’s approval. Publisher reserves the right to reject or cancel any advertising copy, which it deems objectionable, misleading, not in the best interests of the reader, or contrary to Federal and State regulations, whether or not the ad had previously been accepted and/or published. Publisher further reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time without giving cause. Publisher reserves the right to insert the word “advertisement” above any copy. Ad units that run on a two-page spread that are less than a full page must have the label “ADVERTISEMENT” on each page specifically in accordance with the requirements.

Advertiser warranty

Advertiser and its agency assume liability for all content of advertisements published by Publisher. Advertiser and its agency warrant that: (1) it has all the necessary rights in the advertisement, including acquiring necessary intellectual property rights for the advertisement; (2) the advertisement does not violate any applicable law or regulation; and



(3) 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. Advertiser and its agency acknowledge that Publisher is relying on the foregoing warranties.

Liability

To the full extent permitted by law, Publisher is not liable for any loss or damage, whether direct or indirect, including consequential loss or any loss of profits, punitive damages or similar loss, in contract or tort or otherwise, relating to the advertisement or this agreement for any cause whatsoever, whether due to Publisher's negligence, breach of contract, breach of warranty, or any other claim in law or equity. Under no circumstances shall Publisher's liability exceed the invoiced price allocable to the specific portion of the work that gave rise to the liability.

Publisher is not liable for any error in the advertisement or any failure of the advertisement to appear for any cause whatsoever. Advertiser and its agency agree to defend, indemnify and hold Publisher harmless against any expense or loss relating to any claims arising out of publication or breach of any Advertiser Warranty.

Advertisement positioning and placement

Positioning of advertisements is at the sole discretion of Publisher. Publisher does not guarantee any positioning requests or separation from other advertisers. A position guarantee is only permissible when a premium position is purchased (i.e., covers, gatefolds, center spread ads and onsert/insert placements).

Cancellation policy

- Cancellations for print advertising schedules must be received in writing three (3) weeks prior to the stated materials due date.
- Cancellations for online advertising schedules must be received in writing thirty (30) days prior to the stated materials due date.

The Advertiser and its agency are responsible for the full cost of the space reserved for any late cancellations, whether or not the Publisher repeats an advertisement. If an Advertiser cancels an order that has discounts in addition to available frequency rates, the Advertiser shall pay the Publisher the difference between the frequency rate and the actual rate paid for all advertisements already published under the order.

Premium position cancellations

All premium positions (cover #2, #3 and #4, inserts, onserts, polybags, center spread ad units and gatefolds) must be cancelled in writing sixty (60) days prior to the future issue ad space stated deadline.

The Publisher reserves the right to use an advertisement from a previous issue for any cancellations received after the stated deadline as outlined in the Cancellation Policy at full cost.

Agreed-upon rate

Rates agreed to in a signed Insertion Order shall not change so long as the Advertiser provides creative consistent with the signed Insertion Order. If the Advertiser changes the creative (e.g. adds color pages that were quoted as black and white), the Advertiser is liable for the additional cost associated with the changes based on the Publisher's current rate card. Advertiser must alert the Publisher at least thirty (30) days prior to the materials deadline that a change to the creative version is being requested.

Payment

Payment is due in full immediately upon receipt of the invoice. Publisher reserves the right to discontinue future advertisements if Advertiser or its agency fail to pay an invoice within 30 days after issuance. Advertiser and its agency are liable for the full cost of any advertisements not printed because of non-payment. At its discretion, Publisher may charge interest at the rate of 18% per year for all invoices not paid after 30 days.

Miscellaneous

This agreement shall be governed by and construed in accordance with the laws of the State of Colorado. Any civil action or proceeding arising out of or related to this agreement shall be brought in the courts of record of the State of Colorado. Each advertiser and its agency consents to the jurisdiction of such courts.

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. Publisher is not bound by conditions printed or appearing on insertion orders or copy instructions that conflict with the provisions set forth here.



Contacts

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LKlepitch@glcdelivers.com

