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

Connect
with Momentum readers in print and in various ways online.

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

Nicole White, diagnosed with MS in 2019.
Welcome

**Momentum**, a 76-page quarterly magazine, is the largest publication focused on multiple sclerosis in the world with a circulation of over 500,000 and an average issue readership of over 1 million.

About Momentum

- **Momentum** readers include people living with MS, their families, caregivers, 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 recently redesigned website with nearly 170,000 unique visitors last year.

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.

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**CONTACT:** Amy Lawrence | National MS Society | Tel: 303-698-6100 x15204 | Amy.Lawrence@nmss.org
Who is reading Momentum?

Our most recent readership survey revealed:

- 51% have kept an article or issue after reading Momentum
- 55% have been diagnosed 11 years or longer
- 67% of Momentum readers read most issues or every issue
- 77% of our audience is female
- 84% of recipients have MS
- 84% of Momentum’s audience is 35 years and older

By the time Sarah Hamilton, of Washington, Connecticut, was diagnosed with multiple sclerosis in 2002, she’d been practicing a type of mindfulness meditation for over a decade. And it was that training that kept her from freaking out when she was unable to see it as more of a hurdle, but rather, a way to care for herself.

Stay calm and focused with mindfulness meditation.

by Aurea Peltz

Meditation and mindfulness have been used for centuries to lessen stress and improve overall well-being. The practice involves paying attention to the present moment, accepting it, and adjusting your behavior to promote inner peace.

What is mindfulness?

by John Kabat-Zinn, a pioneer in mindfulness-based stress reduction

People with MS, conducted at Ohio State University, compared the results of a four-week, mindfulness meditation-based attention training program with a type of cognitive training as well as a control group. The results are “very encouraging and could improve mood and cognition for people with MS,” says Rashika Prakirts, PhD, co-author of the study, and Ohio State University associate professor of psychology. The National Multiple Sclerosis Society funded the research.

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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 nearly 1 million people in the U.S. 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 it offers advertisers a targeted pipeline to reach key decision-makers and influencers in the MS community.
2021 Momentum editorial features
The award-winning magazine includes in-depth stories about people living with MS, expert opinions from MS specialists, reports on current events, MS advocacy and recent advances in MS research. Features fall into these categories:

**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 lives.

**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.

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

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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, entertain and uplift.
Print ads

Print deadlines

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Ships</th>
<th>Space Close</th>
<th>Materials Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2021</td>
<td>Late March</td>
<td>12/3/20</td>
<td>1/14/21</td>
</tr>
<tr>
<td>Summer 2021</td>
<td>Late June</td>
<td>3/5/21</td>
<td>4/13/21</td>
</tr>
<tr>
<td>Fall 2021</td>
<td>Mid-September</td>
<td>5/27/21</td>
<td>7/6/21</td>
</tr>
<tr>
<td>Winter 2021-2022</td>
<td>Early December 2021</td>
<td>8/24/21</td>
<td>10/1/21</td>
</tr>
</tbody>
</table>

Print rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$27,363</td>
<td>$26,185</td>
<td>$25,894</td>
<td>$25,009</td>
</tr>
<tr>
<td>½ Page</td>
<td>$16,419</td>
<td>$15,712</td>
<td>$15,539</td>
<td>$14,127</td>
</tr>
<tr>
<td>¼ Page</td>
<td>$10,944</td>
<td>$10,473</td>
<td>$10,355</td>
<td>$9,414</td>
</tr>
<tr>
<td>⅛ Page</td>
<td>$8,758</td>
<td>$8,287</td>
<td>$8,002</td>
<td>$7,531</td>
</tr>
</tbody>
</table>

Black & White Ad Rates

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
<th>3x</th>
<th>4x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$20,840</td>
<td>$19,942</td>
<td>$19,720</td>
<td>$19,050</td>
</tr>
<tr>
<td>½ Page</td>
<td>$12,164</td>
<td>$11,897</td>
<td>$11,489</td>
<td>$10,814</td>
</tr>
<tr>
<td>¼ Page</td>
<td>$8,336</td>
<td>$7,982</td>
<td>$7,884</td>
<td>$7,172</td>
</tr>
<tr>
<td>⅛ Page</td>
<td>$6,663</td>
<td>$6,311</td>
<td>$6,094</td>
<td>$5,735</td>
</tr>
</tbody>
</table>

Custom inserts and other options 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.

Premium positioning based on availability (inside front cover, center spread, inside back cover and outside back cover) and subject to +20%.
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 PDFs 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@gldelivers.com for further instructions.

Print specs

<table>
<thead>
<tr>
<th>Trim Size: 8” x 10.5”</th>
<th>Bleed: 0.125”</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety from Trim: minimum 0.25”</td>
<td></td>
</tr>
<tr>
<td>Binding: Saddle stitched</td>
<td></td>
</tr>
</tbody>
</table>

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

Acceptable file format
Please supply a hi-resolution, 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.

Print Ad Sizes Dimensions

<table>
<thead>
<tr>
<th>Print Ad Sizes</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-Page Spread (bleed)</td>
<td>16.25” x 10.75”</td>
</tr>
<tr>
<td>Two-Page Spread (non-bleed)</td>
<td>15” x 9.5”</td>
</tr>
<tr>
<td>Full Page (bleed)</td>
<td>8.25” x 10.75”</td>
</tr>
<tr>
<td>Full Page (non-bleed)</td>
<td>7” x 9.5”</td>
</tr>
<tr>
<td>½ Page Horizontal (non-bleed)</td>
<td>7” x 4.5”</td>
</tr>
<tr>
<td>½ Page Vertical (non-bleed)</td>
<td>2.25” x 9.5”</td>
</tr>
<tr>
<td>¼ Page Vertical (non-bleed)</td>
<td>3.4375” x 4.5”</td>
</tr>
</tbody>
</table>

Color

Color ads must use CMYK process color format only.
All colors must be converted to CMYK process color format.
No RGB, LAB, Pantone or Spot colors will be accepted.

Ink density not to exceed 300%.
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, Final Proof, 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.

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.

Proofs 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

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
Momentum recently launched a new adaptive website, featuring more ad spaces that are now viewable across desktop, tablet and mobile devices. Reach Momentum’s engaged audience online at nationalMSsociety.org/Momentum.  

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

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

Contact Amy Lawrence for packaged website rates.  

20% premium charged for rich media banner ads. Online rates are net (no additional agency discount provided).
Website specs

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

The newly launched adaptive website showcases ad spaces that are now viewable across desktop, tablet and mobile devices. Online ads are only served in the continental United States. All website advertising is 3-month minimum buy. Missing ad sizes will not be discounted.

### AD SPACE | DESKTOP | TABLET | MOBILE
--- | --- | --- | ---
1 | 970 x 250 px | 728 x 90 px | 320 x 100 px
2 | 300 x 250 px | 300 x 250 px | 300 x 250 px
3 | 728 x 90 px | 468 x 60 px | 320 x 50 px
4 | 728 x 90 px | 468 x 60 px | 320 x 50 px
5 | 300 x 600 px | 300 x 600 px | 300 x 600 px
6 | 468 x 60 px | 468 x 60 px | 320 x 50 px
7 | 300 x 250 px | 300 x 250 px | 300 x 250 px

**Acceptable file format**

- All web images must be 72 dpi
- File types: .jpg, .png, .gif
- Color format: RGB or indexed
- Click tags OK
- Must include one click-through URL.

**Submitting digital files**

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

All website ad material must be submitted 5 business days prior to the intended start date and are subject to approval.
Print ads are replicated for the app version of Momentum magazine. An advertiser may also 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.
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.

- **2-Page Cover Tip and Sticky Note:** 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.
- **Inserts and Blow-In Cards:** Capture your audience with an impact piece.
- **Belly band:** Elevate your message on both the front and back.

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.
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.

On a colored background or image.

- 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 that 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 or 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 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 canceled 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
Publishing and Editorial
Laura Pemberton
Director of Content
Tel: 205-879-8546 ext. 81127
laura.pemberton@nmss.org

Jane Hoback
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Jane.Hoback@nmss.org

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Media Director
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Amy.Lawrence@nmss.org

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Project & Ad Traffic Manager
GLC — a marketing communications agency
Tel: 847-205-3030
LKlepitch@glcdelivers.com