2016 Media Information

As the world’s second-largest STM publisher, Springer serves the marketing and educational programs of many corporations. We publish more than 2,700 scientific journals every year. Through advertising, article reprints, bulk sales, and custom projects, we can help you to make an impact on your audience.

Advertising Sales
233 Spring St., 7th Floor
New York, NY 10013
Tel: (212) 460-1642
Fax: (212) 620-8442
E-mail: advertising@springer.com
**Abdominal Radiology** seeks to meet the professional needs of the abdominal radiologist by publishing clinically pertinent original, review and practice related articles on the gastrointestinal and genitourinary tracts and abdominal interventional and radiologic procedures.

**Abdominal Radiology** is the official journal of the Society of Abdominal Radiology.

**Readership:** Medical, digital imaging, and information technology professionals, including radiologist, physicists, engineers, scientists, technologists, CIO's and department administrators.

**Journal Established:** 1973  
**Frequency:** 12 issues per year  
**2014 Impact factor:** 1.630  
**Circulation:** 1,115
Abdominal Radiology

Editor in Chief
C. Daniel Johnson
Mayo Clinic
Scottsdale, Arizona

Associate Editor
Michael D. Beland, Providence, Rhode Island, USA
David J. DiSantis, Lexington, Kentucky, USA
Julia R. Fielding, Cary, North Carolina, USA
Gertraud Heinz, St. Pölten, Germany
Simon A. Jackson, Plymouth, United Kingdom
David H. Kim, Madison, Wisconsin, USA
Se Hyung Kim, Seoul, Korea
William W. Mayo-Smith, Providence, Rhode Island, USA
Christine O. Menias, Scottsdale, Arizona, USA
Horomu Mori, Oita, Japan
David M. Paushter, Chicago, Illinois, USA
Eric Rohren, Houston, TX, USA
Dushyant V. Sahani, Lexington, Massachusetts, USA
Alvin C. Silva, Scottsdale, Arizona, USA
Mitchell E. Tublin, Pittsburgh, Pennsylvania, USA
Carolyn Lee Wang, Seattle, Washington, USA

Editorial Board
Deborah Baumgarten, Atlanta, Georgia, USA
Carlo Bartolozzi, Pisa, Italy
Giles Boland, Boston, Massachusetts, USA
Cheri Cannon, Birmingham, Alabama, USA
Elaine Casilli, Ann Arbor, Michigan, USA
Byung Ihn Choi, Seoul, Korea
Peter Choyke, Bethesda, Maryland, USA
Richard Cohen, Ann Arbor, Michigan, USA
N. Reed Dunnick, Ann Arbor, Michigan, USA
Ann Fulcher, Richmond, Virginia, USA

Societies and Affiliations
The Official Journal of the Society of Abdominal Radiology

Gary G. Gahremani, La Jolla, California, USA
Jay P. Heiken, St. Louis, Missouri, USA
Akira Kawashima, Rochester, Minnesota, USA
Jonny Kruskal, Boston, Massachusetts, USA
Andrea Laghi, Latina, Italy
Angela Levy, Washington, DC, USA
John Leyendecker, Winston-Salem, North Carolina, USA
Francesca Maccioni, Rome, Italy
Dean Maglinte, Indianapolis, Indiana, USA
Osamu Matsui, Kanazawa, Ishikawa, Japan
Alec Megibow, New York, New York, USA
Frank Miller, Chicago, Illinois, USA
Desiree Morgan, Birmingham, Alabama, USA
Hiromu Mori, Oita, Japan
William Olmsted, Baltimore, Maryland, USA
Kumar Sandrasegaran, Indianapolis, Indiana, USA
Stuart Silverman, Boston, Massachusetts, USA
Bin Song, Chengdu City, China
Jorge Soto, Boston, Massachusetts, USA
Henrik S. Thomsen, Herlev, Denmark
Vahid Yaghmai, Chicago, Illinois, USA
Judy Yee, San Francisco, California, USA
Benjamin Yeh, San Francisco, California, USA
Robert K. Zeman, Washington, DC, USA

Advisory Board
Rolf W. Günther, Aachen, Germany
Man-Chung Han, Seoul, Korea
Alexander R. Margulis, New York, New York, USA

Editorial Advisor/SAR Liaison
Drew Lambert, Charlottesville, Virginia
Cancellations are not accepted after the closing date for space reservations. If an advertiser fails to provide new artwork for a particular issue by the printed deadline (or a pre-approved extension granted by the publisher), then the publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payments on space.

Acceptance Policy: The Publisher reserves the right to review and reject any advertising submitted to the journal which it deems as inappropriate for editorial content.
## DISPLAY AND CLASSIFIED ADVERTISING RATES

<table>
<thead>
<tr>
<th>B&amp;W RATES</th>
<th>1 TIME</th>
<th>2 TIMES</th>
<th>3 TIMES</th>
<th>6 TIMES</th>
<th>12 TIMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 pg</td>
<td>$1035</td>
<td>$870</td>
<td>$800</td>
<td>$730</td>
<td>$705</td>
</tr>
<tr>
<td>1/2 pg</td>
<td>$805</td>
<td>$765</td>
<td>$670</td>
<td>$630</td>
<td>$595</td>
</tr>
<tr>
<td>1/4 pg</td>
<td>$635</td>
<td>$590</td>
<td>$530</td>
<td>$515</td>
<td>$495</td>
</tr>
</tbody>
</table>

**INSERTS**

- 2-Page Insert: 2x Earned B&W Rate
- 4-Page Insert: 4x Earned B&W Rate
- Larger Units: # of pages x earned B&W rate

**COLOR CHARGES**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>STANDARD</td>
<td>$800</td>
</tr>
<tr>
<td>MATCHED</td>
<td>$1050</td>
</tr>
<tr>
<td>4-COLOR</td>
<td>$1625</td>
</tr>
</tbody>
</table>

Full color charges also apply to fractional pages. Bleed: no charge.

**PAYMENT TERMS**

All payments are to be made payable to Springer and the journal title, in U.S. funds drawn on a U.S. bank, within 30 days of the invoice date. The Publisher reserves the right to hold the advertiser and/or its agency jointly liable for monies due and payable to the Publisher.

**SHORT RATES**

Advertisers will be short-rated if, within a 12-month period from the first insertion, they do not use the space upon which their billings have been based.

**CONTACT:** Tel: (212) 460-1642 • E-mail: advertising@springer.com
PRINT ADVERTISEMENTS deliver your brand and product message to a targeted audience of influential professionals. The credibility of our journal content is the vehicle that will deliver your value proposition. Maximize our flexible print ad options to capture the attention your brand deserves.

MECHANICAL REQUIREMENTS

<table>
<thead>
<tr>
<th>SIZING</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>1/2 page Vertical</td>
<td>3 1/4</td>
<td>10</td>
</tr>
<tr>
<td>1/2 page Horizontal</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3 1/4</td>
<td>5</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>15</td>
<td>10</td>
</tr>
</tbody>
</table>

Bleed: Plate size: 8 ½” X 11 ¼”.
Trim size: 8 ¼” X 11”.
- Keep live matter at least ¼” from all sides.
- On 2-Page spread 1/8” on the outside and ¼” in the gutter will trim off.

Printing Process: web
Paper stock within journal:
- Inside pages: 60 # white Sterling gloss.
- Covers: 10 point coated two sides.
Type of Binding: Perfect
Halftone: 133

CONTACT: Tel: (212) 460-1642 • E-mail: advertising@springer.com

INSERT REQUIREMENTS

All inserts must be furnished printed, ready for binding. Multiple leaf inserts must be furnished folded. Sample of insert must be submitted to advertising manager for approval. Carton packing preferred, quantity, publication, and date should be clearly indicated.

Two-page insert: 8 ½” X 11 ¼”.
Four-page insert: 17” X 11 ¼” (before folding). Keep live matter ¼” from trim.
Stock weight: Maximum 80 # gloss.
Quantity: Amount from “total circulation” plus 10% “additional”. It is recommended that the advertiser contact Corporate Advertising, when an issue has a larger print run.
Closing date: Same as ad closing date.

PRODUCTION REQUIREMENTS

Electronic file format: PDF, JIFF, or TIFF format.

INSERTS SHOULD BE SENT TO:
Abdominal Radiology • The Sheridan Press • 450 Fame Avenue • Hanover, PA 17331
ONLINE ADVERTISEMENTS target the most active members of your target audience as they source information. Springer is a worldwide leader for providing dependable, essential e-information. Connect with your target audience with our online advertising options, or create a more robust impact with both print and online ads.

Our Advertising team focuses on two online advertising options:

**Banner Ads** - An embedded ad placed on our research site SpringerLink.com. Sized at 160x600, these ads are positioned on the top right of our web pages directly adjacent to our content listing. The new, wider skyscraper position will guarantee attention on your brand.

**e-TOC Alert** - An EXCLUSIVE right to advertise in our reader-subscribed email blast, on a per issue purchase basis. This alert details a summary of future content in the upcoming journal issue. Sized at 468x60, it is placed directly above the content listing in the email. These alerts have the highest click-through rates of all Springer e-products.

BROWSE OUR JOURNALS AT SPRINGERLINK.COM

SpringerLink is an integrated full-text database for journals, books, protocols, eReferences, and book series published by Springer, and offers free access to search, tables of content, abstracts, and alerting services. SpringerLink currently offers 2,774 fully peer-reviewed journals and 55,459 books online.

General and detailed information about our journals, books, software and other products is available on our corporate website Springer.com. Watch our online tutorial to find out how to browse, search, access, order, and more on SpringerLink.

**SpringerLink Stats:**
- SpringerLink receives over 3 million page impressions daily (Source: Google Analytics)
- In 2015 SpringerLink.com had 85 million unique visitors and 155 million visits (Source: Google Analytics)
- The average click rate for banner ads placed on SpringerLink.com is .10 (Source: Google Analytics)
- SpringerLink hosts more than 2,700 scientific journals
- On average each journal reaches about 280 E-Toc Subscribers (Numbers may vary due to fluctuation and popularity of journal)
Advertise with Springer Healthcare
Springer Healthcare is a leading global medical communications provider. With 550 employees and 28 offices worldwide, we boast the largest global footprint in our industry. We are a part of Springer Science+Business Media, one of the world’s leading global scientific and medical publishers.

With more than 40 years’ experience working with the pharmaceutical industry, we are specialists in delivering innovative medical content and communications solutions. Our products and services include scientific communications, promotional medical education and marketing programs, prescriber and patient education materials, independent medical news services, commercial market analysis and pharmaceutical sales force training.

With our in-depth knowledge, vast experience, unique global footprint, and flexible, innovative solutions covering every stage of the product lifecycle, we are the medical communications partner of choice.

*Please contact your sales representative, for more information about online advertising opportunities.*