

## SPRINGER NATURE

### 2017 Media Information

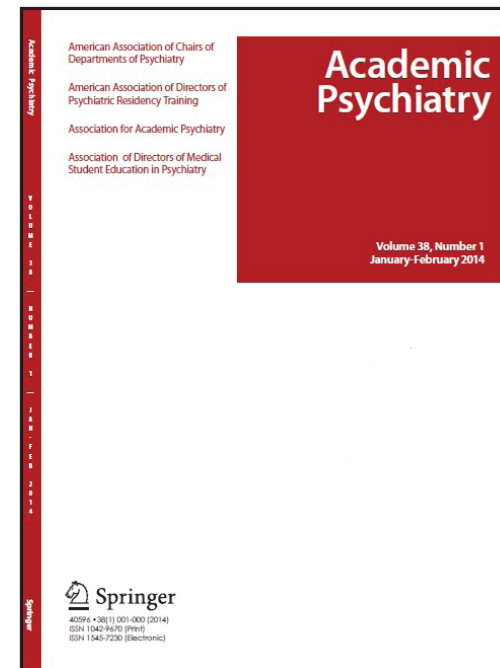
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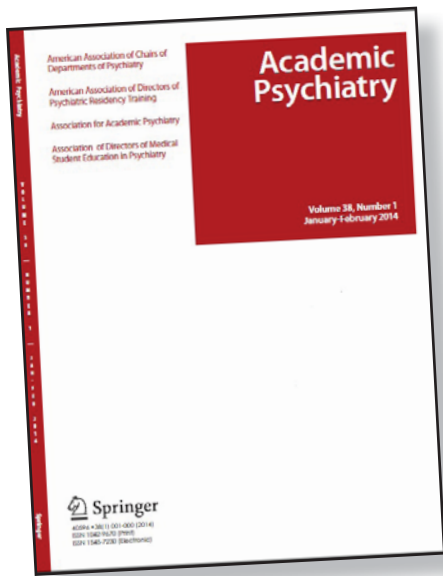
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#### Advertising Sales

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**Academic Psychiatry** features original, scholarly work focused on academic leadership and innovative education in psychiatry, behavioral sciences, and the health professions at large. The journal's mission supports work that furthers knowledge and stimulates evidence-based advances in academic medicine in six key domains: education, leadership, finance and administration, career and professional development, ethics and professionalism, and health and well-being.

Offers papers on innovations in psychiatric education and on professional development. Also includes commentaries and letters. Presents papers from workshops, and publishes single-topic theme issues.

**Readership:** Academic Psychiatry's readership includes psychiatrists and affiliated professionals.

**Established:** 1977

**Frequency:** 6 Issues per year

**2015 Impact Factor:** 1.217

**Circulation:** 1,006

**Rank:** Education -64/231, Psychiatry - 95/139

**5-Year Impact Factor:** 1.191

**Alert Subscribers:** 733

**Monthly Page Views:** 7,729

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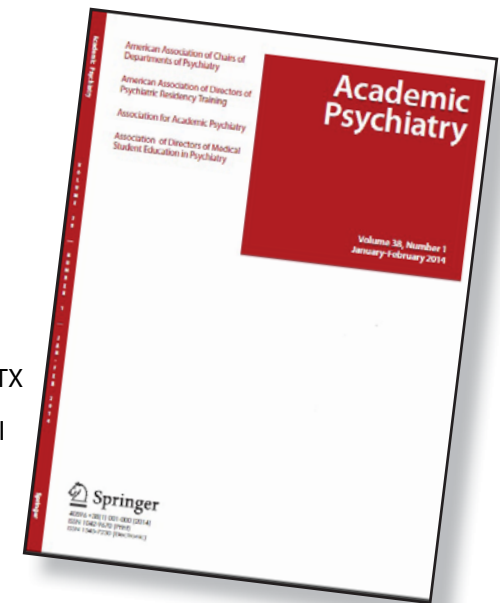
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### Societies and Affiliations

Official Journal of the Association for Academic Psychiatry  
Official Journal of the American Association of Chairs of Departments of Psychiatry  
Official Journal of the American Association of Directors of Psychiatric Residency Training  
Official Journal of the Association of Directors of Medical Student Education in Psychiatry

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### EDITORIAL CALENDAR

Publishing Month	Volume / Issue	Space Reservation	Material Due Date	Bonus Distribution
February	41:1	12/15/2016	12/15/2016	AADPRT, BRAIN Conference , Hilton San Francisco Union Square- 9-11 March, 2017
April	41:2	2/10/2017	2/10/2017	ADMSEP 2017 annual meeting June 15-17, 2017 in Santa Ana Pueblo, NM
June	41:3	4/12/2017	4/12/2017	
August	41:4	6/14/2017	6/14/2017	AAP Annual Meeting September 6-9 2017,Embassy Suites Downtown Denver, Colorado
October	41:5	8/15/2017	8/15/2017	
December	41:6	10/16/2017	10/16/2017	

**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 4-COLOR RATES				
	1 TIME	3 TIMES	6 TIMES	12 TIMES
1 pg	\$2840	\$2710	\$2580	\$2450
1/2 pg	\$2330	\$2220	\$2110	\$2000

DISPLAY BLACK AND WHITE RATES				
	1 TIME	3 TIMES	6 TIMES	12 TIMES
1 pg	\$1690	\$1610	\$1530	\$1450
1/2 pg	\$1410	\$1340	\$1270	\$1200

PREMIUM POSITIONS				
	1 TIME	3 TIMES	6 TIMES	12 TIMES
Inside Front Cover	\$3840	\$3660	\$3480	\$3300
Outside Back Cover	\$4250	\$4050	\$3850	\$3650
TOC	\$3610	\$3440	\$ 3270	\$ 3100

- Premium over earned b/w page rate. Noncancelable.
- Premium positioning not guaranteed with insert.
- Please consult with your sales representative for availability of all positions.

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

### 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:** E-mail: [advertising@springer.com](mailto:advertising@springer.com)

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**PLEASE SEE THE BELOW GLIMPSE INTO OUR ADVERTISING SPECIFICATIONS, SPEAK WITH YOUR ACCOUNT MANAGER FOR MORE DETAILS**

SIZING		
AD SIZE IN INCHES	WIDTH	DEPTH
Full page	8.25	11
1/2 page Vertical	3.25	10
1/2 page Horizontal	7	5
1/4 Page	3.25	5
2-Page Spread	16.5	11

**PLEASE ENSURE THAT YOU INCLUDE 3MM OR 0.125" BLEED WHERE APPROPRIATE**

### ELECTRONIC SUBMISSION

HTTP://STINGRAY.NATURE.COM  
USERNAME: SPRINGER1  
PASSWORD: SPRINGER1

PLEASE FOLLOW THE INSTRUCTIONS ON THE SITE TO UPLOAD YOUR FILES TO US. IF YOU HAVE ANY PROBLEMS PLEASE CONTACT US USING THE DETAILS BELOW.

RICHARD THOMAS  
SPRINGER NATURE, THE MACMILLAN CAMPUS  
4 CRINAN STREET, LONDON, N1 9XW, UK  
TEL: +44 (0)20 7843 4824  
RICHARD.THOMAS@NATURE.COM

### PRODUCTION REQUIREMENTS

Electronic file format: PDF, JIFF, or TIFF format. Adobe InDesign, Adobe Illustrator, Adobe Photoshop

### 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.

### SAMPLE INSERTS SHOULD BE SENT TO:

Kay Lewis  
Springer Nature, The Macmillan Campus  
4 Crinan Street, London, N1 9XW, UK  
Tel: +44 (0)20 7843 4813  
k.lewis@nature.com

### DELIVER INSERTS TO:

Academic Psychiatry • The Sheridan Press • 450 Fame Avenue • Hanover, PA 17331

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**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.

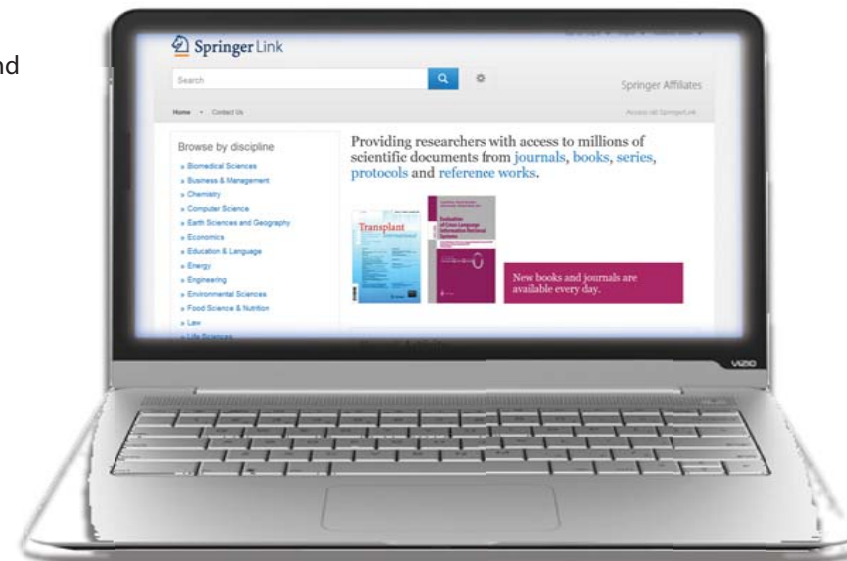
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### SpringerLink Stats:

- SpringerLink receives over 3 million page impressions daily (Source: Google Analytics)
- In 2016 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)



### SPRINGER NATURE

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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.*

#### CONTACT INFORMATION

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**Academic Psychiatry  
The Sheridan Press  
450 Fame Avenue  
Hanover, PA 17331**

##### Contracts and Patch Orders

##### should be sent to:

**1 New York Plaza  
New York, NY 10004  
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