2015 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
Annals of Behavioral Medicine aims to foster the exchange of knowledge derived from the disciplines involved in the field of behavioral medicine, and the integration of biological, psychosocial, and behavioral factors and principles as they relate to such areas as health promotion, disease prevention, risk factor modification, disease progression, adjustment and adaptation to physical disorders, and rehabilitation. To achieve these goals, much of the journal is devoted to the publication of original empirical articles including reports of randomized controlled trials, observational studies, or other basic and clinical investigations. Integrative reviews of the evidence for the application of behavioral interventions in health care will also be provided. These reviews apply the standards of evidence-based medicine and help bridge the gap between basic science and clinical practice in behavioral medicine.

An Official Journal of the Society of Behavioral Medicine, with 2012 Impact Factor 3.169. Focused on basic and applied research in the interdisciplinary field of behavioral medicine. Dedicated to promoting study of the interactions of behavior with biology and environment, and application of that knowledge to improve the health and well-being of individuals, families, communities, and populations.

**Frequency:** Bimonthly

**2013 Impact factor:** 3.621

**Circulation:** 2,300
Editor-In-Chief:
Kevin Masters, University of Colorado Denver

Associate Editors:
Stephen P. Bruehl, Vanderbilt University School of Medicine
Angela D. Bryan, University of Colorado Boulder
Linda M. Cameron, University of California, Merced
Robert A. Carels, East Carolina University
Nathan S. Consedine, University of Auckland
Eamonn Ferguson, University of Nottingham
Rick LaCaille, University of Minnesota-Duluth
Susan Michie, University College London
Krista Ranby, University of Colorado Denver
John M. Ruiz, University of North Texas
Kerry A. Sherman, Macquarie University and Westmead Breast Cancer Clinic
Julie Wagner, University of Connecticut Health Center

Editorial Board:
Ana F. Abraido-Lanza, Columbia University
Mustafa al’Absi, University of Minnesota Medical School
Simon L. Bacon, Concordia University
Hoda Badr, Mount Sinai School of Medicine
Tom Baranowski, Baylor College of Medicine
Gary G. Bennett, Duke University
Eric Benotsch, Virginia Commonwealth University
George Bishop, National University of Singapore
Laura Bogart, Children's Hospital Boston & Harvard Medical School
Dana H. Bovbjerg, University of Pittsburgh Cancer Institute & University of Pittsburgh
Beverly H. Brummert, Duke University Medical Center
John Burns, Rush University
Douglas Carroll, University of Birmingham
Richard J. Contrada, Rutgers, The State University of New Jersey Michael A. Diefenbach, Icahn School of Medicine at Mount Sinai, New York
Elizabeth A. Eakin, The University of Queensland
Christopher L. Edwards, Duke University
Charles F. Emery, Ohio State University
Paul A. Estabrooks, Virginia Tech
David P. French, Coventry University
Bernard F. Fuemmeler, Duke University Medical Center
Linda C. Gallo, San Diego State University
Cheryl Gore-Felton, Stanford University School of Medicine
Konstadina Griva, National University of Singapore
Carolyn Gotay, University of British Columbia
Stacey L. Hart, Ryerson University
Mark D. Hayward, University of Texas at Austin
Kathi L. Heffner, University of Rochester Medical Center
Christiane Hermann, Justus-Liebig University
Michael A. Hoyt, Hunter College, City University of New York
Joel W. Hughes, Kent State University
Blair T. Johnson, University of Connecticut
Marie Johnston, University of Aberdeen
Randall S. Jorgensen, Syracuse University
Robert D. Kerns, VA Connecticut Healthcare System
Lara J. LaCaille, University of Minnesota Duluth
Kim L. Lavoie, University of Quebec at Montreal
Stephen J. Lepore, Temple University
Megan A. Lewis, RTI International
Jennifer A. Linde, University of Minnesota
Wolfgang Linden, University of British Columbia
Marco Lobel, Stony Brook University
Leslie A. Lytle, Seattle Children's Hospital & University of Washington
Renee Magnan, Washington State University
Winnie W. S. Mak, The Chinese University of Hong Kong
Vanessa L. Malarone, San Diego State University
Louise Masse, University of British Columbia
Marcellus M. Merritt, University of Wisconsin-Milwaukee
Bryan G. Miller, University of Vermont
Steven A. Safren, Massachusetts General Hospital & Harvard Medical School
Sarah J. Schmiege, University of Colorado, Anschutz Medical Campus
Asani H. Seawell, Grinnell College
William G. Shadel, RAND Corporation
Paschal Sheeran, University of Sheffield
Falko F. Sniehotta, University of Aberdeen
S. Melinda Spencer, University of South Carolina
Jesse C. Stewart, Indiana University-Purdue University Indianapolis
Sheryl Thorburn, Oregon State University
Kenneth A. Wallston, Vanderbilt University Medical Center
Dianne S. Ward, University of North Carolina at Chapel Hill
Amy E. Williams, Baylor College of Medicine & Texas Children's Hospital
David M. Williams, Brown University
Anna C. Wilson, Oregon Health & Science University

Senior Editor, Special Sections on Health Disparities:
Keith E. Whitfield, Duke University

Statistical Consulting Editor:
Guangyu Zhang, University of Maryland

Societies and Affiliations
Official Journal of the Society of Behavioral Medicine

2015 Media Information
David W. Pantalone, University of Massachusetts, Boston
Ronald C. Plotnikoff, University of Newcastle
Carolyn Rabin, Miriam Hospital & Alpert Medical School of Brown University
Colleen A. Redding, University of Rhode Island
Tracey A. Revenson, The Graduate Center of the City University of New York
Cielito C. Reyes-Gibby, University of Texas M. D. Anderson Cancer Center
James L. Rhudy, University of Tulsa
Alex Rothman, University of Minnesota
Steven A. Safren, Massachusetts General Hospital & Harvard Medical School
Sarah J. Schmiege, University of Colorado, Anschutz Medical Campus
Asani H. Seawell, Grinnell College
William G. Shadel, RAND Corporation
Paschal Sheeran, University of Sheffield
Falko F. Sniehotta, University of Aberdeen
S. Melinda Spencer, University of South Carolina
Jesse C. Stewart, Indiana University-Purdue University Indianapolis
Sheryl Thorburn, Oregon State University
Kenneth A. Wallston, Vanderbilt University Medical Center
Dianne S. Ward, University of North Carolina at Chapel Hill
Amy E. Williams, Baylor College of Medicine & Texas Children's Hospital
David M. Williams, Brown University
Anna C. Wilson, Oregon Health & Science University

Senior Editor, Special Sections on Health Disparities:
Keith E. Whitfield, Duke University

Statistical Consulting Editor:
Guangyu Zhang, University of Maryland
## EDITORIAL CALENDAR

<table>
<thead>
<tr>
<th>Publishing Month</th>
<th>Volume/ Issue</th>
<th>Space Reservation</th>
<th>Material Due Date</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>49:2</td>
<td>2/20/2015</td>
<td>2/20/2015</td>
<td>3/27/2015</td>
</tr>
<tr>
<td>October</td>
<td>50:3</td>
<td>8/24/2015</td>
<td>8/24/2015</td>
<td>9/28/2015</td>
</tr>
</tbody>
</table>

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 ADVERTISING RATES

<table>
<thead>
<tr>
<th>B&amp;W RATES</th>
<th>1TIME</th>
<th>6 TIMES</th>
<th>12 TIMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 pg</td>
<td>$1250</td>
<td>$1150</td>
<td>$1050</td>
</tr>
<tr>
<td>1/2 pg</td>
<td>$670</td>
<td>$610</td>
<td>$590</td>
</tr>
</tbody>
</table>

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

### COVER AND PREFERRED POSITIONS
- Second Cover: 35% over earned B&W rate
- Third Cover: 15% over earned B&W rate
- Fourth Cover: 50% over earned B&W rate
- Other specified: 10% over earned B&W rate

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

## COLOR CHARGES
- STANDARD: $450
- MATCHED: $680
- 4-COLOR: $1000

*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 ¾” 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 ½” 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:**
Annals of Behavioral Medicine, 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. **NEW Positioning for 2015**: 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 2,777 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 2014 SpringerLink.com had 122 million unique visitors and 228 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.