Annals of Behavioral Medicine

Official Journal of the Society of Behavioral Medicine

2015 Media Information

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Advertising Sales
233 Spring St., 7th Floor
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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
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

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

### 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>
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<tbody>
<tr>
<td>AD SIZE IN INCHES</td>
<td></td>
<td></td>
</tr>
<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>
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</tbody>
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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

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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:
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.

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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
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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.