2016 Media Information

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New York, NY 10013
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Fax: (212) 620-8442
E-mail: advertising@springer.com
Annals of Biomedical Engineering is an interdisciplinary, international journal that publishes original research in the following areas: tissue and cellular engineering and biotechnology; biomaterials and biological interfaces; biological signal processing and instrumentation; biomechanics, rheology, and molecular motion; dynamical, regulatory, and integrative biology; transport phenomena, systems analysis and electrophysiology and imaging.

A major aim of bioengineering is to provide integrated approaches to the solutions of biological and biomedical problems. The philosophy is to provide engineering approaches to enhance the power of the scientific method, and to maintain a balance between experimental observation and quantitative analyses. While the development of theory and of mathematical models is strongly endorsed, these should be evaluated wherever possible using biological data from experiments that test specific hypotheses. The average time from submission to first decision is three weeks. After acceptance, articles are published online in about two weeks.

**Readership:** Physicians and researchers specializing in all aspects of biomedical engineering research and application, including biomaterials, biomechanics, cellular and tissue engineering, imaging and more

**Frequency:** Monthly

**2014 Impact factor:** 3.195

**Circulation:** 1,600
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Societies and Affiliations
Official Journal of the Biomedical Engineering Society

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James Tunnell, University of Texas, Austin, USA
Jennifer West, Rice University, USA
Xiaoxiang Zheng, Zhejiang University, China
## 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>
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<tr>
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<td>12/22/2015</td>
<td>1/26/2016</td>
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<tr>
<td>March</td>
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<td>1/22/2016</td>
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<td>7/22/2016</td>
<td>7/22/2016</td>
<td>8/26/2016</td>
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<tr>
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<td>8/22/2016</td>
<td>8/22/2016</td>
<td>9/26/2016</td>
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</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>1 TIME</th>
<th>3 TIMES</th>
<th>6 TIMES</th>
<th>12 TIMES</th>
<th>24 TIMES</th>
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<td>$720</td>
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<tr>
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<td>$650</td>
<td>$565</td>
<td>$550</td>
<td>$525</td>
<td>$490</td>
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### CLASSIFIED ADVERTISING RATES

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<th>6 TIMES</th>
<th>12 TIMES</th>
</tr>
</thead>
<tbody>
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<td>$1040</td>
<td>$1000</td>
<td>$900</td>
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<tr>
<td>1/2 pg</td>
<td>$800</td>
<td>$630</td>
<td>$600</td>
<td>$510</td>
</tr>
<tr>
<td>1/4 pg</td>
<td>$600</td>
<td>$550</td>
<td>$530</td>
<td>$500</td>
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</tbody>
</table>

### COLOR CHARGES

- STANDARD $700
- MATCHED $850
- 4-COLOR $1350

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

### 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

### 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. Noncancelable.
- Premium positioning not guaranteed with insert.
- Please consult with your sales representative for availability of all positions.

### 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:
Annals of Biomedical Engineering • 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.

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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)
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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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Hanover, PA 17331

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