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.

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New York, NY 10013
Tel: (212) 460-1642
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

**2012 Impact factor:** 3.231

**Circulation:** 1,600
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Jennifer West, Rice University, USA
Xiaoxiang Zheng, Zhejiang University, China

Societies and Affiliations
Official Journal of the Biomedical Engineering Society
<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>January</td>
<td>43:1</td>
<td>11/24/2014</td>
<td>11/24/2014</td>
<td>1/02/2015</td>
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<tr>
<td>April</td>
<td>43:4</td>
<td>2/20/2015</td>
<td>2/20/2015</td>
<td>3/27/2015</td>
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<td>September</td>
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<td>7/24/2015</td>
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<td>8/28/2015</td>
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<td>8/24/2015</td>
<td>8/24/2015</td>
<td>9/28/2015</td>
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<tr>
<td>November</td>
<td>43:11</td>
<td>9/21/2015</td>
<td>9/21/2015</td>
<td>10/26/2015</td>
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</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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</thead>
<tbody>
<tr>
<td>1 pg</td>
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<td>$1220</td>
<td>$1200</td>
<td>$1165</td>
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<td>$945</td>
<td>$735</td>
<td>$720</td>
<td>$705</td>
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</tr>
<tr>
<td>1/4 pg</td>
<td>$650</td>
<td>$565</td>
<td>$550</td>
<td>$525</td>
<td>$490</td>
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## Classified Advertising Rates

<table>
<thead>
<tr>
<th>B&amp;W Rates</th>
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<th>3 Times</th>
<th>6 Times</th>
<th>12 Times</th>
</tr>
</thead>
<tbody>
<tr>
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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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</table>

## Color Charges

<table>
<thead>
<tr>
<th>Color Type</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Standard</td>
<td>$700</td>
</tr>
<tr>
<td>Matched</td>
<td>$850</td>
</tr>
<tr>
<td>4-Color</td>
<td>$1350</td>
</tr>
</tbody>
</table>

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&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.

## 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>AD SIZE IN INCHES</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
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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. 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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- 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)
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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.
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