2013 Media Information

As the world’s second-largest STM publisher, Springer serves the marketing and educational programs of many corporations. We publish more than 1,700 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 Surgical Oncology is specifically designed to bring the latest, most significant developments in multidisciplinary cancer care and research to practicing surgeons in all specialties. Original articles and special features provide a practical blend of clinical, educational, and scientific information to keep readers current across the broad spectrum of issues in cancer care. The journal facilitates the surgeon's ability to plan and coordinate all aspects of oncology management for the surgical patient with cancer.

Annals of Surgical Oncology is one of the leading journals in Oncology and Surgery. Annals is a monthly publication that features original articles on the latest advances in oncology for surgeons from all specialties.

Annals is currently included in the following indexing services in print and/or electronic format: Index Medicus, Current Contents/Clinical Medicine, Excerpta Medica, Science Citation Index and Science Citation Index Expanded.

Readership: Surgeons, oncologists, hematologists, radiologists, general practitioners, pathologists, researchers, academicians, and other clinical professionals interested in all aspects of the surgical treatment of cancer.

Journal Established: 1994
Frequency: 13 Issues
2011 Impact factor: 4.166
Circulation: 4,700

Annals of Surgical Oncology Stats:
- About 80% of respondents access Annals of Surgical Oncology weekly or monthly in print.
- Nearly 60% of respondents would prefer to receive both the print and electronic version of the journal.
- 67% of respondents are members of the SSO.
- 56% are members of the ASBrS.
- The large majority of respondents work at university hospitals/teaching hospitals (51%), followed by private practices (28%) and other hospitals/healthcare facilities (19%).
- More than 70% of respondents work in Breast Oncology, followed by Gastrointestinal Oncology (40%) and Melanomas (34%).

(Base: 405 respondents, closed question, Q4)
Annals of Surgical Oncology

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Societies and Affiliations
The Official Journal of the Society of Surgical Oncology
The Official Journal of the American Society of Breast Surgeons
An Official Journal of the Brazilian Cancer Society, Hellenic Society of Surgical Oncology, Latin American Federation of Surgery, Mexican Oncology Society, and Society of Oncology and Cancer Research in Nigeria
### 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>
<th>Bonus Distribution</th>
</tr>
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<tbody>
<tr>
<td>January</td>
<td>21:1</td>
<td>11/20/2012</td>
<td>11/20/2012</td>
<td>1/02/2013</td>
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<tr>
<td>February</td>
<td>21:2</td>
<td>12/26/2012</td>
<td>12/26/2012</td>
<td>1/28/2013</td>
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<tr>
<td>February Supplement</td>
<td>21:2S (online)</td>
<td>12/26/2012</td>
<td>12/26/2012</td>
<td>1/28/2013</td>
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<tr>
<td>March</td>
<td>21:3</td>
<td>1/24/2013</td>
<td>1/24/2013</td>
<td>2/28/2013</td>
<td>Society of Surgical Oncology</td>
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<tr>
<td>September</td>
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<td>7/24/2013</td>
<td>7/24/2013</td>
<td>8/28/2013</td>
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<td>ASBS Special Issue</td>
<td>21:10</td>
<td>8/22/2013</td>
<td>8/22/2013</td>
<td>9/26/2013</td>
<td>American College of Surgeons</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.
<table>
<thead>
<tr>
<th>B&amp;W RATES</th>
<th>1TIME</th>
<th>3 TIMES</th>
<th>6 TIMES</th>
<th>12 TIMES</th>
<th>24 TIMES</th>
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<td>$1605</td>
<td>$1460</td>
<td>$1420</td>
<td>$1380</td>
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<tr>
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<td>$1225</td>
<td>$1185</td>
<td>$1075</td>
<td>$1050</td>
<td>$1020</td>
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<tr>
<td>1/4 pg</td>
<td>$805</td>
<td>$780</td>
<td>$720</td>
<td>$690</td>
<td>$670</td>
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**DISPLAY ADVERTISING RATES**

<table>
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<th>B&amp;W RATES</th>
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<th>6 TIMES</th>
<th>12 TIMES</th>
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</thead>
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<tr>
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<td>$1440</td>
<td>$1350</td>
<td>$1285</td>
<td>$1240</td>
</tr>
<tr>
<td>1/2 pg</td>
<td>$1045</td>
<td>$980</td>
<td>$955</td>
<td>$920</td>
</tr>
<tr>
<td>1/4 pg</td>
<td>$705</td>
<td>$650</td>
<td>$625</td>
<td>$600</td>
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**CLASSIFIED ADVERTISING RATES**

<table>
<thead>
<tr>
<th>COLOR CHARGES</th>
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<tbody>
<tr>
<td>STANDARD</td>
<td>$650</td>
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<tr>
<td>MATCHED</td>
<td>$850</td>
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<tr>
<td>4-COLOR</td>
<td>$1550</td>
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</table>

**COLOR CHARGES**

Full color charges also apply to fractional pages. Bleed: no charge. Institutional rate: $1132

<table>
<thead>
<tr>
<th>INSERTS</th>
<th>2x Earned B&amp;W Rate</th>
<th>4x Earned B&amp;E Rate</th>
<th># of pages x earned B&amp;W rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Insert</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-Page Insert</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Larger Units</td>
<td></td>
<td></td>
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</tbody>
</table>

**INSERTS**

**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>SIZING</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<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>
</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:
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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 2013**: 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.

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**SpringerLink Stats:**
- SpringerLink receives over 3 million page impressions daily (Source: Google Analytics)
- In 2011 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 1,700 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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