

# Archives of Environmental Contamination and Toxicology

**RATE CARD 2006**

## ADVERTISING RATES

B&W rates	1 TIME	3 TIMES	6 TIMES	12 TIMES
1 PAGE	\$580	\$540	\$495	\$440
1/2 PAGE	\$385	\$360	\$330	\$295

### Color (Please add to B&W rates)

STANDARD COLOR	\$275
MATCHED COLOR	\$350
3-COLOR, 4-COLOR	\$720
5-COLOR	\$875

Full color charges also apply to fractional pages.

Bleed: No charge

### Online advertising

Contact your sales representative for online advertising opportunities.

**Earned rate:** Earned page rate is determined by the number of insertions per year. Space purchased in *Bulletin of Environmental Contamination and Toxicology* may be combined in determining earned rates.

**Agency commission:** 15%

**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 date of the first insertion, they do not use the space upon which their billings have been based.

**Typesetting charges:**

Half page: \$75

Full page: \$90

### Inserts

2-PAGE INSERT	2 TIMES EARNED B/W RATE
4-PAGE INSERT	3 TIMES EARNED B/W RATE
LARGER UNITS	# OF PAGES OF INSERT X THE EARNED B/W RATE

### Cover and preferred position rates

SECOND COVER	35% OVER EARNED B/W RATES
THIRD COVER	15% OVER EARNED B/W RATES
FOURTH COVER	50% OVER EARNED B/W RATES
OTHER SPECIFIED POSITIONS	10% OVER EARNED B/W RATES

Premium over earned b/w page rate. Non-cancelable.

Premium positioning not guaranteed with insert.

Please consult with M.J. Mrvica Associates, Inc. for availability of all positions.

## MECHANICAL REQUIREMENTS

Ad sizes, in inches	WIDTH	DEPTH
FULL PAGE	7	10
1/2 PAGE VERTICAL	3 1/4	10
1/2 PAGE HORIZONTAL	7	4 3/4
2-PAGE SPREAD	17	11 1/4

**Bleed:** Plate size: 8 1/2" x 11 1/4" Trim size: 8 1/4" x 11"

Keep live matter at least 3/8" from top, bottom and side trim.

On 2-page spread 1/8" along the outside and 1/4" in the gutter will trim off.

**Paper stock within journal:**

Inside pages: 50 lb. finish opaque, Covers: 65 lb. Accent Opaque

**Type of binding:** Perfect

**Halftone:** 133-150

**Printing process:** Web/offset

### 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 1/2" x 11 1/4"

**Four-page insert:** 17" x 11 1/4" (before folding)

Keep live matter 1/4" from trim.

**Stock weight:** Maximum 80 lb. coated

**Quantity:** Amount from "total circulation" plus 10%. It is recommended that the advertiser contact M.J. Mrvica Associates, Inc., however, in case an issue has a larger print run.

**Closing date:** Same as ad closing date.

### Production requirements

**For color ads:** One set of film negatives (right reading, emulsion side down) and one matchprint or color proof required. Each negative must be marked for color and have trim marks clearly indicated. Color rotation: Red, yellow, black, blue.

**For B&W ads:** Film negatives (right reading, emulsion side down) preferred but camera-ready stat or laser copy also acceptable.

**Disposition of reproduction material:** Negatives are held for one year after date of last insertion and then destroyed, unless other disposition is requested.

**Electronic file format:** Please contact M.J. Mrvica Associates, Inc.

## CIRCULATION

**Total average circulation:** 800

**Paid subscriptions:** 70%

**Circulation verification:** Sworn statement.

Readership includes Pollution Control Specialists, Biochemists, Environmental Scientists, and Toxicologists.

## CLOSING DATES

ISSUE	CLOSING DATE
JANUARY	NOVEMBER 5
FEBRUARY	NOVEMBER 30
APRIL	JANUARY 31
MAY	MARCH 4
JULY	MAY 6
AUGUST	JUNE 3
OCTOBER	AUGUST 5
NOVEMBER	SEPTEMBER 2

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 payment on the space.

## ADDRESSES

Patch instructions, set copy and advertising materials (with color proofs) should be sent to:

Springer  
Archives of Environmental Contamination and Toxicology  
233 Spring Street, New York, NY 10013  
Attn: Corporate Advertising  
212-460-1572 phone  
212-647-1898 fax  
advertising@springer-sbm.com

Contracts and insertion orders should be sent to:

M.J. Mrvica Associates, Inc.  
2 West Taunton Avenue, Berlin, NJ 08009  
856-768-9360 phone  
856-753-0064 fax

## SUBSCRIPTION INFORMATION

Volumes 50-51, 2006

Subscription rate: \$1,109

Prices include postage within the U.S.

Please call for international rates.

To subscribe, please call 800-777-4643 x400 or 201-348-4033.

## BONUS DISTRIBUTION CALENDAR

ISSUE	MEETING	ADVERTISING DEADLINE
AUGUST	ECOLOGICAL SOCIETY OF AMERICA	JUNE 3
NOVEMBER	SOCIETY OF TOXICOLOGY	SEPTEMBER 2

## GENERAL INFORMATION

Frequency: Eight times

Established: 1973

**Editorial:** An international, interdisciplinary journal of full-length articles, *Archives of Environmental Contamination and Toxicology (AECT)* covers original experimental and theoretical research on this subject. Detailed reports of significant advances and discoveries in the fields of water, air, and soil contamination and pollution are published. In addition, research results from disciplines concerned with the introduction, presence and effects of deleterious substances in the total environment are documented.

**Editor-in-Chief:** Daniel R. Doerge, National Center for Toxicology Research, Paron, AR

**Production Editor:** Jack Nestor, 919-929-9401

**Acceptance policy:** The Publisher reserves the right to review and reject any advertising submitted to the journal which it deems as inappropriate for the editorial content.

## ADDITIONAL INFORMATION

For a complete listing of Springer journals or additional information concerning special issues, mechanical specs, etc., visit: [springeronline.com](http://springeronline.com)



<http://www.springer.com/journal/244>

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