# Archives of Environmental Contamination and Toxicology

## 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>
</tr>
</thead>
<tbody>
<tr>
<td>1 PAGE</td>
<td>$580</td>
<td>$540</td>
<td>$495</td>
<td>$440</td>
</tr>
<tr>
<td>½ PAGE</td>
<td>$385</td>
<td>$360</td>
<td>$330</td>
<td>$295</td>
</tr>
</tbody>
</table>

**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. Mvica Associates, Inc. for availability of all positions.

## Mechanical Requirements

<table>
<thead>
<tr>
<th>Ad sizes, 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>½ PAGE VERTICAL</td>
<td>3½</td>
<td>10</td>
</tr>
<tr>
<td>½ PAGE HORIZONTAL</td>
<td>7</td>
<td>4½</td>
</tr>
<tr>
<td>2-PAGE SPREAD</td>
<td>17</td>
<td>11½</td>
</tr>
</tbody>
</table>

**Bleed:** Plate size: 8½” x 11¼” Trim size: 8½” x 11”
Keep live matter at least ¾” from top, bottom and side trim.
On 2-page spread ¾” along the outside and ¼” 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:** 8½” x 11¼”

**Four-page insert:** 17” x 11¼” (before folding)
Keep live matter ¼” from trim.

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

**Quantity:** Amount from “total circulation” plus 10%. It is recommended that the advertiser contact M.J. Mvica 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. Mvica 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

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>CLOSING DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>NOVEMBER 5</td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>NOVEMBER 30</td>
</tr>
<tr>
<td>APRIL</td>
<td>JANUARY 31</td>
</tr>
<tr>
<td>MAY</td>
<td>MARCH 4</td>
</tr>
<tr>
<td>JULY</td>
<td>MAY 6</td>
</tr>
<tr>
<td>AUGUST</td>
<td>JUNE 3</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>AUGUST 5</td>
</tr>
</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 payment on the space.

ADDITIONAL INFORMATION

For a complete listing of Springer journals or additional information concerning special issues, mechanical specs, etc., visit: springeronline.com