Breast Cancer Research and Treatment

2016 Media Information

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E-mail: advertising@springer.com
Each issue of *Breast Cancer Research and Treatment* contains several articles dealing with original laboratory investigations and articles dealing with clinical studies. There are sections devoted to review articles, pro and con discussions of controversial subjects, meeting reports, and editorials. Panel discussions are presented which bring together experts to consider important topics. There is a section for letters to the editor, which provides for a lively exchange of opinions on previously published articles or other topics of interest. There is also an opportunity to publish the proceedings of special workshops, symposia, etc., devoted to breast cancer. All manuscripts are peer reviewed by a distinguished group of advisory editors from many countries covering all of the various disciplines of breast cancer.

*Breast Cancer Research and Treatment* provides the surgeon, radiotherapist, medical oncologist, endocrinologist, epidemiologist, immunologist or cell biologist investigating problems in breast cancer a single forum for communication. The journal creates a “market place” for breast cancer topics which cuts across all the usual lines of disciplines, providing a site for presenting pertinent investigations and for discussing critical questions relevant to the entire field. It seeks to develop a new focus and new perspectives for all those concerned with breast cancer.

**Readership:** Surgeon, radiotherapist, medical oncologist, endocrinologist, epidemiologist, immunologist and cell biologist investigating problems in breast cancer.

**Journal Established:** 1994

**Frequency:** 18 times per year

**2014 Impact factor:** 3.940

**Electronic Circulation:** 523,014
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<tr>
<th>Publishing Month</th>
<th>Volume / Issue</th>
<th>Space Reservation</th>
<th>Material Due Date</th>
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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>
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<td>$845</td>
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<tr>
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<td>$630</td>
<td>$580</td>
<td>$550</td>
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**CLASSIFIED ADVERTISING RATES**

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<td>$850</td>
<td>$825</td>
<td>$775</td>
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<tr>
<td>1/4 pg</td>
<td>$675</td>
<td>$610</td>
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**COLOR CHARGES**

- STANDARD: $660
- MATCHED: $940
- 4-COLOR: $1385

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

**COLOR CHARGES**

- STANDARD: $660
- MATCHED: $940
- 4-COLOR: $1385

**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

**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.

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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.

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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>
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</thead>
<tbody>
<tr>
<td>AD SIZE IN INCHES</td>
<td></td>
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</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 ¾” 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. 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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Please contact your sales representative, for more information about online advertising opportunities.

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Contracts and Patch Orders should be sent to:
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