**SPRINGER NATURE**

**2017 Media Information**

Springer Nature is a leading publisher of scientific, scholarly, professional and educational content. For more than a century, our brands have set the scientific agenda. We’ve published ground-breaking work on many fundamental achievements, including the splitting of the atom, the structure of DNA, and the discovery of the hole in the ozone layer, as well as the latest advances in stem-cell research and the results of the ENCODE project.

Our dominance in the scientific publishing market comes from a company-wide philosophy to uphold the highest level of quality for our readers, authors and commercial partners.

**Advertising Sales**
1 New York Plaza
New York, NY 10004
E-mail: advertising@springer.com
The Canadian Journal of Anesthesia (the Journal) is owned by the Canadian Anesthesiologists’ Society and is published by Springer Science + Business Media, LLM (New York). The editorial content, according to the mission statement, spans the fields of anesthesia, acute and chronic pain, perioperative medicine and critical care. In addition, the Journal publishes practice guidelines and standards articles relevant to clinicians. Articles are published either in English or in French, according to the language of submission.

**Readership:** Anesthesiologists and all clinical professionals interested in anesthesia-related subject such as critical care, pain management, resuscitation, cardiovascular anesthesia, malignant hyperthermia, obstetrics and ambulatory anesthesia.

**Journal Established:** 1954  
**Frequency:** Monthly  
**2015 Impact factor:** 2.139  
**Circulation:** 2,000  
**Rank:** 13/31  
**5-Year Impact Factor:** 2.392  
**Alert Subscribers:** 1,711  
**Monthly Page Views:** 28,964  
**Monthly Unique Users:** 24,755
<table>
<thead>
<tr>
<th>Publishing Month</th>
<th>Volume / Issue</th>
<th>Space Reservation</th>
<th>Material Due Date</th>
<th>Bonus Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>64:1</td>
<td>11/14/2016</td>
<td>11/14/2016</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>64:2</td>
<td>12/15/2016</td>
<td>12/15/2016</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>64:3</td>
<td>1/13/2017</td>
<td>1/13/2017</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>64:4</td>
<td>2/10/2017</td>
<td>2/10/2017</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>64:5</td>
<td>3/15/2017</td>
<td>3/15/2017</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>64:6</td>
<td>4/12/2017</td>
<td>4/12/2017</td>
<td>Canadian Anesthesiologists Society</td>
</tr>
<tr>
<td>July</td>
<td>64:7</td>
<td>5/15/2017</td>
<td>5/15/2017</td>
<td></td>
</tr>
<tr>
<td>August</td>
<td>64:8</td>
<td>6/14/2017</td>
<td>6/14/2017</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>64:9</td>
<td>7/14/2017</td>
<td>7/14/2017</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>64:10</td>
<td>8/15/2017</td>
<td>8/15/2017</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>64:11</td>
<td>9/14/2017</td>
<td>9/14/2017</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>64:12</td>
<td>10/16/2017</td>
<td>10/16/2017</td>
<td></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 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 4-Color Rates

<table>
<thead>
<tr>
<th></th>
<th>1 TIME</th>
<th>3 TIMES</th>
<th>6 TIMES</th>
<th>12 TIMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 pg</td>
<td>$2840</td>
<td>$2710</td>
<td>$2580</td>
<td>$2450</td>
</tr>
<tr>
<td>1/2 pg</td>
<td>$2330</td>
<td>$2220</td>
<td>$2110</td>
<td>$2000</td>
</tr>
</tbody>
</table>

### Display Black and White Rates

<table>
<thead>
<tr>
<th></th>
<th>1 TIME</th>
<th>3 TIMES</th>
<th>6 TIMES</th>
<th>12 TIMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 pg</td>
<td>$1690</td>
<td>$1610</td>
<td>$1530</td>
<td>$1450</td>
</tr>
<tr>
<td>1/2 pg</td>
<td>$1410</td>
<td>$1340</td>
<td>$1270</td>
<td>$1200</td>
</tr>
</tbody>
</table>

### Premium Positions

<table>
<thead>
<tr>
<th></th>
<th>1 TIME</th>
<th>3 TIMES</th>
<th>6 TIMES</th>
<th>12 TIMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>$3840</td>
<td>$3660</td>
<td>$3480</td>
<td>$3300</td>
</tr>
<tr>
<td>Outside Back Cover</td>
<td>$4250</td>
<td>$4050</td>
<td>$3850</td>
<td>$3650</td>
</tr>
<tr>
<td>TOC</td>
<td>$3610</td>
<td>$3440</td>
<td>$3270</td>
<td>$3100</td>
</tr>
</tbody>
</table>

- Premium over earned b/w page rate. Noncancelable.
- Premium positioning not guaranteed with insert.
- Please consult with your sales representative for availability of all positions.

### 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

### 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.

PLEASE SEE THE BELOW GLIMPSE INTO OUR ADVERTISING SPECIFICATIONS, SPEAK WITH YOUR ACCOUNT MANAGER FOR MORE DETAILS

<table>
<thead>
<tr>
<th>SIZING</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>8.25</td>
<td>11</td>
</tr>
<tr>
<td>1/2 page Vertical</td>
<td>3.25</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>3.25</td>
<td>5</td>
</tr>
<tr>
<td>2-Page Spread</td>
<td>16.5</td>
<td>11</td>
</tr>
</tbody>
</table>

SIZING

Electronic Submission

HTTP://STINGRAY.NATURE.COM
USERNAME: SPRINGER1
PASSWORD: SPRINGER1

PLEASE FOLLOW THE INSTRUCTIONS ON THE SITE TO UPLOAD YOUR FILES TO US. IF YOU HAVE ANY PROBLEMS PLEASE CONTACT US USING THE DETAILS BELOW.

RICHARD THOMAS
SPRINGER NATURE, THE MACMILLAN CAMPUS
4 CRINAN STREET, LONDON, N1 9XW, UK
TEL: +44 (0)20 7843 4824
RICHARD.THOMAS@NATURE.COM

Production Requirements

Electronic file format: PDF, JIFF, or TIFF format. Adobe InDesign, Adobe Illustrator, Adobe Photoshop

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.

Sample Inserts Should Be Sent To:

Kay Lewis
Springer Nature, The Macmillan Campus
4 Crinan Street, London, N1 9XW, UK
Tel: +44 (0)20 7843 4813
k.lewis@nature.com

Deliver Inserts To:

Canadian Journal of Anesthesia • The Sheridan Press • 450 Fame Avenue • Hanover, PA 17331
ONLINE ADVERTISEMENTS target the most active members of your target audience as they source information. Springer is a worldwide leader for providing dependable, essential e-information. Connect with your target audience with our online advertising options, or create a more robust impact with both print and online ads.

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.

BROWSE OUR JOURNALS AT SPRINGERLINK.COM

SpringerLink is an integrated full-text database for journals, books, protocols, eReferences, and book series published by Springer, and offers free access to search, tables of content, abstracts, and alerting services. SpringerLink currently offers 2,774 fully peer-reviewed journals and 55,459 books online.

General and detailed information about our journals, books, software and other products is available on our corporate website Springer.com. Watch our online tutorial to find out how to browse, search, access, order, and more on SpringerLink.

SpringerLink Stats:

- SpringerLink receives over 3 million page impressions daily (Source: Google Analytics)
- In 2016 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)
Advertise with Springer Nature
Springer Nature is committed to providing the best quality content through a range of innovative product and services for the research, education and professional communities. Every day, around the globe, our brands and imprints support the important work of millions of people – helping students to learn, researchers and scientists to discover and professionals to achieve their goals and ambitions.

With more than 40 years’ experience working with the pharmaceutical industry, we are specialists in delivering innovative medical content and communications solutions. Our products and services include scientific communications, promotional medical education and marketing programs, prescriber and patient education materials, independent medical news services, commercial market analysis and pharmaceutical sales force training.

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.