2015 Media Information

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E-mail: advertising@springer.com
Drug Delivery and Translational Research publishes research focused on such topics as designing and developing novel drug delivery systems, with a focus on their application to disease conditions; preclinical and clinical data related to drug delivery systems; short-term and long-term biocompatibility of drug delivery systems, host response; biomaterials with growth factors for stem-cell differentiation in regenerative medicine and tissue engineering; image-guided drug therapy; nanomedicine; devices for drug delivery and drug/device combination products

- Explores the effect in different disease conditions of rationally developed, effective delivery systems
- Focuses on high-quality research on the development of novel drug delivery systems
- Presents full-length papers, communications, and reviews, editorials and more
- Exclusively focused on translational aspects of drug delivery, this journal provides a unique forum for publication of high-quality research.

Readership: Reaches an ever growing multidisciplinary audience whose work focuses on enhancing drug delivery and optimizing the bioavailability of drug products for key disease states

Frequency: Bimonthly
Circulation: 3,500
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Societies and Affiliations
Official Journal of the Controlled Release Society (CRS)
<table>
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<th>Publishing Month</th>
<th>Volume/ Issue</th>
<th>Space Reservation</th>
<th>Material Due Date</th>
<th>Mail Date</th>
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<td>5:2</td>
<td>2/20/2015</td>
<td>2/20/2015</td>
<td>3/27/2015</td>
<td>AAPS National Biotechnology Conference</td>
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<td>October</td>
<td>5:5</td>
<td>8/24/2015</td>
<td>8/24/2015</td>
<td>9/28/2015</td>
<td>American Association of Pharmaceutical Scientists (AAPS)</td>
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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

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<tr>
<th>B&amp;W RATES</th>
<th>1 TIME</th>
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CLASSIFIED ADVERTISING RATES

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COLOR CHARGES

| STANDARD | $350   |
| MATCHED  | $550   |
| 4-COLOR  | $1100  |

INSERTS

| 2-Page Insert | 2x Earned B&W Rate |
| 4-Page Insert | 4x Earned B&E 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
- 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.

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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

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<tr>
<th>SIZING</th>
<th>WIDTH</th>
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<td>10</td>
</tr>
<tr>
<td>1/2 page Vertical</td>
<td>3 1/4</td>
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<tr>
<td>1/2 page Horizontal</td>
<td>7</td>
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<td>1/4 Page</td>
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<tr>
<td>2-Page Spread</td>
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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

INSERTS SHOULD BE SENT TO:
Drug Delivery and Translational Research, The Sheridan Press, 450 Fame Avenue, Hanover, PA 17331

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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 2015**: 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 receives over 3 million page impressions daily (Source: Google Analytics)
- In 2014 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 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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