2016 Media Information

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The *Journal of Assisted Reproduction and Genetics* provides a journal format for the publication of novel cellular, molecular, genetic, and epigenetic findings that advance our understanding of the biology of human gametes and preimplantation embryos. The goal is to optimize and facilitate the translation of discoveries made from human or relevant animal model experimentation to the safe and efficacious practice of human assisted reproductive technologies within a scientifically rigorous and ethically sound set of standards established by the editorial leadership of JARG. The expertise, sensitivity and commitment of the editorial board guides the marriage of contemporary research paradigms with basic science discovery in the form of original papers, minireviews and other special topic opportunities made available to an international audience of reproductive scientists who have a keen interest in the biology of human gametes and embryos. The guiding principles of male and female reproductive health that impact the pre, peri, and post-conceptional viability and developmental capacity of human gametes and preimplantation embryos is emphasized with the vision and purview of human reproductive health in current and future generations of our species.

The journal is published in cooperation with the American Society for Reproductive Medicine, an organization of more than 8,000 physicians, researchers, nurses, technicians and other professionals dedicated to advancing knowledge and expertise in reproductive biology.

**Frequency:** Monthly

**2014 Impact Factor:** 1.718
Journal of Assisted Reproduction and Genetics

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University of Kansas Medical Center
Kansas City, Kansas

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Official Journal of the American Society for Reproductive Medicine

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**EDITORIAL CALENDAR**

<table>
<thead>
<tr>
<th>Publishing Month</th>
<th>Volume / Issue</th>
<th>Space Reservation</th>
<th>Material Due Date</th>
<th>Mail Date</th>
<th>Bonus Distribution</th>
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</thead>
<tbody>
<tr>
<td>March</td>
<td>33:3</td>
<td>1/22/2016</td>
<td>1/22/2016</td>
<td>2/26/2016</td>
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<td>April</td>
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<td>8/22/2016</td>
<td>9/26/2016</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**

<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>
<th>24 TIMES</th>
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<tbody>
<tr>
<td>1 pg</td>
<td>$800</td>
<td>$750</td>
<td>$700</td>
<td>$690</td>
<td>$640</td>
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<tr>
<td>1/2 pg</td>
<td>$650</td>
<td>$610</td>
<td>$580</td>
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</table>

**CLASSIFIED ADVERTISING RATES**

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<th>3 TIMES</th>
<th>6 TIMES</th>
<th>12 TIMES</th>
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</thead>
<tbody>
<tr>
<td>1 pg</td>
<td>$750</td>
<td>$640</td>
<td>$625</td>
<td>$600</td>
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<tr>
<td>1/2 pg</td>
<td>$580</td>
<td>$537</td>
<td>$515</td>
<td>$495</td>
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<tr>
<td>1/4 pg</td>
<td>$500</td>
<td>$480</td>
<td>$470</td>
<td>$431</td>
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**COLOR CHARGES**

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>STANDARD</td>
<td>$400</td>
</tr>
<tr>
<td>MATCHED</td>
<td>$700</td>
</tr>
<tr>
<td>4-COLOR</td>
<td>$1000</td>
</tr>
</tbody>
</table>

**FULL COLOR CHARGES**

- Standard: $400
- Matched: $700
- 4-Color: $1000

**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.

**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.

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Tel: (212) 460-1642 • E-mail: advertising@springer.com
**MECHANICAL REQUIREMENTS**

<table>
<thead>
<tr>
<th>AD SIZE 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>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 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

**CONTACT:** Tel: (212) 460-1642 • E-mail: advertising@springer.com

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**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.

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**PRODUCTION REQUIREMENTS**

Electronic file format: PDF, JIFF, or TIFF format.

**INSERTS SHOULD BE SENT TO:**

Journal of Assisted Reproduction and Genetics, 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. 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.

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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)
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- 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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The Sheridan Press
450 Fame Avenue
Hanover, PA 17331

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Journal of Assisted Reproduction and Genetics
An Official Journal of the American Society for Reproductive Medicine
Editor-in-Chief: Albertini, D.F.
ISSN: 1058-0468 (print version)
ISSN: 1573-7330 (electronic version)
Journal no. 10815