Journal of Autism Developmental Disorders

2016 Media Information

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The Journal of Autism and Developmental Disorders is the leading peer-reviewed, scholarly periodical focusing on all aspects of autism spectrum disorders and related developmental disabilities. Published monthly, JADD is committed to advancing the understanding of autism, including potential causes and prevalence (e.g., genetic, immunological, environmental); diagnosis advancements; and effective clinical care, education, and treatment for all individuals. Studies of diagnostic reliability and validity, psychotherapeutic and psychopharmacological treatment efficacy, and mental health services effectiveness are encouraged. JADD also seeks to promote the well-being of children and families by publishing scholarly papers on such subjects as health policy, legislation, advocacy, culture and society, and service provision as they pertain to the mental health of children and families. Review articles are solicited in targeted areas of special interest; book and media reviews provide targeted updates on important new materials; and the Ask the Editor column serves as a forum for addressing timely questions of relevance to JADD's broad readership.

Journal Established: 1971
Frequency: Monthly
2014 Impact Factor: 3.665
Journal of Autism Developmental Disorders

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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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<tbody>
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<td>2/26/2016</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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</thead>
<tbody>
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<td>$1395</td>
<td>$1315</td>
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<tr>
<td>1/2 pg</td>
<td>$1050</td>
<td>$995</td>
<td>$950</td>
<td>$905</td>
<td>$850</td>
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<tr>
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<td>$790</td>
<td>$745</td>
<td>$715</td>
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## CLASSIFIED ADVERTISING RATES

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<td>$1100</td>
<td>$1075</td>
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<tr>
<td>1/2 pg</td>
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<tr>
<td>1/4 pg</td>
<td>$735</td>
<td>$650</td>
<td>$615</td>
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## COLOR CHARGES

<table>
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<tr>
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<th>Rate</th>
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<tbody>
<tr>
<td>STANDARD</td>
<td>$910</td>
</tr>
<tr>
<td>MATCHED</td>
<td>$1275</td>
</tr>
<tr>
<td>4-COLOR</td>
<td>$1495</td>
</tr>
</tbody>
</table>

Full color charges also apply to fractional pages. Bleed: no charge.

## 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

- 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.

## 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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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

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 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)
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Please contact your sales representative, for more information about online advertising opportunities.