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Journal of Fluorescence is an international forum for the publication of peer-reviewed original articles that advance the practice of this established spectroscopic technique. Topics covered include advances in theory and/or data analysis, studies of the photophysics of aromatic molecules, solvent and environmental effects, development of stationary or time-resolved measurements, advances in fluorescence microscopy, imaging, photobleaching/recovery measurements, and/or phosphorescence for studies of cell biology, chemical biology and the advanced uses of fluorescence in flow cytometry/analysis, immunology, high throughput screening/drug discovery, DNA sequencing/arrays, genomics and proteomics. Typical applications might include studies of macromolecular dynamics and conformation, intracellular chemistry and gene expression. The journal also publishes papers that describe the synthesis and characterization of new fluorophores, particularly those displaying unique sensitivities and/or optical properties. In addition to original articles, the Journal also publishes reviews, rapid communications, short communications, letters to the editor, topical news articles, and technical and design notes.

Frequency: Bimonthly
2014 Impact factor: 1.927
Circulation: 115
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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>
</tr>
</thead>
<tbody>
<tr>
<td>1 pg</td>
<td>$645</td>
<td>$620</td>
<td>$590</td>
<td>$555</td>
</tr>
<tr>
<td>1/2 pg</td>
<td>$530</td>
<td>$510</td>
<td>$470</td>
<td>$425</td>
</tr>
<tr>
<td>1/4 pg</td>
<td>$465</td>
<td>$435</td>
<td>$390</td>
<td>$355</td>
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</table>

### CLASSIFIED ADVERTISING RATES

<table>
<thead>
<tr>
<th>B&amp;W RATES</th>
<th>1 TIME</th>
<th>3 TIMES</th>
<th>6 TIMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 pg</td>
<td>$600</td>
<td>$535</td>
<td>$495</td>
</tr>
<tr>
<td>1/2 pg</td>
<td>$490</td>
<td>$420</td>
<td>$380</td>
</tr>
<tr>
<td>1/4 pg</td>
<td>$420</td>
<td>$390</td>
<td>$345</td>
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</tbody>
</table>

### COLOR CHARGES

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>STANDARD</td>
<td>$315</td>
</tr>
<tr>
<td>MATCHED</td>
<td>$420</td>
</tr>
<tr>
<td>4-COLOR</td>
<td>$900</td>
</tr>
</tbody>
</table>

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

### INSERTS

<table>
<thead>
<tr>
<th>INSERTS</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Insert</td>
<td>2x Earned B&amp;W Rate</td>
</tr>
<tr>
<td>4-Page Insert</td>
<td>4x Earned B&amp;W Rate</td>
</tr>
<tr>
<td>Larger Units</td>
<td># of pages x earned B&amp;W rate</td>
</tr>
</tbody>
</table>

### COVER AND PREFERRED POSITIONS

<table>
<thead>
<tr>
<th>Position</th>
<th>Premium over earned B&amp;W rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Second Cover</td>
<td>35%</td>
</tr>
<tr>
<td>Third Cover</td>
<td>15%</td>
</tr>
<tr>
<td>Fourth Cover</td>
<td>50%</td>
</tr>
<tr>
<td>Other specified</td>
<td>10%</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.

### 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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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

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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.

PRODUCTION REQUIREMENTS

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

INSERTS SHOULD BE SENT TO:
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Fax: 856-768-0064
Email: gdavis@mrvica.com