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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  
**2013 Impact factor:** 1.667  
**Circulation:** 115
Journal of Fluorescence

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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>
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<td>$620</td>
<td>$590</td>
<td>$555</td>
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<tr>
<td>1/4 pg</td>
<td>$465</td>
<td>$435</td>
<td>$390</td>
<td>$355</td>
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**CLASSIFIED ADVERTISING RATES**

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<tbody>
<tr>
<td>1 pg</td>
<td>$600</td>
<td>$535</td>
<td>$495</td>
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<tr>
<td>1/2 pg</td>
<td>$490</td>
<td>$420</td>
<td>$380</td>
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<tr>
<td>1/4 pg</td>
<td>$420</td>
<td>$390</td>
<td>$345</td>
</tr>
</tbody>
</table>

**COLOR CHARGES**

- STANDARD: $315
- MATCHED: $420
- 4-COLOR: $900

Full color charges also apply to fractional pages.

Bleed: no charge.

Institutional rate: $1132

**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.

**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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**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**

<table>
<thead>
<tr>
<th>Sizing</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 1/2” X 11 1/4”.
- Trim size: 8 1/4” X 11”.
- Keep live matter at least 1/4” from all sides.
- On 2-Page spread 1/8” on the outside and 1/4” 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

**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 1/2” X 11 1/4”.
- **Four-page insert:** 17” X 11 1/4” (before folding). Keep live matter 1/4” 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:**
Journal of Fluorescence • 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.

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Fax: 856-768-0064
Email: gdavis@mrvica.com