Journal of Medical Systems

Springer

2014 Media Information

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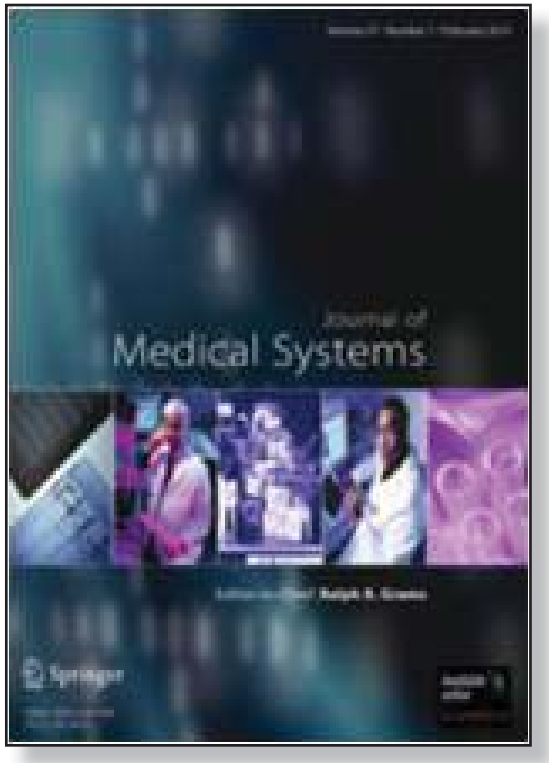

Advertising Sales
233 Spring St., 7th Floor
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The Journal of Medical Systems provides a forum for the presentation and discussion of the increasingly extensive applications of new systems techniques and methods in hospital, clinic, and physician's office administration; pathology, radiology, and pharmaceutical delivery systems; medical records storage and retrieval; and ancillary patient-support systems. The journal publishes informative articles, essays, and studies across the entire spectrum of medical systems, from large hospital programs to novel small-scale medical services. Education is an integral part of this amalgamation of sciences, and selected articles are published in this area. Since existing medical systems are constantly being modified to fit particular circumstances and to solve specific problems, the journal includes a special section devoted to status reports on current installations..

Frequency: Bimonthly

2012 Impact factor: 1.783

Electronic Circulation: 119,037

Editor-in-Chief:
Ralph R. Grams, Gainesville, FL, USA

Editorial Board:
Morris F. Collen,, Oakland, CA;
Jesse Ehrenfeld, Nashville, TN;
Reinhold Haux, Braunschweig, Germany;
Michael A. Jenkin, Jacksonville, FL;
Dennis C. Lezotte, Center, Denver, CO;
Ross M. Mullner, Chicago, IL;
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EDITORIAL CALENDAR					
Publishing Month	Volume/ Issue	Space Reservation	Material Due Date	Mail Date	Bonus Distribution
February	38:1	12/24/2013	12/24/2013	1/28/2014	
April	38:2	2/21/2014	2/21/2014	3/28/2014	
June	38:3	4/23/2014	4/23/2014	5/28/2014	
August	38:4	6/23/2014	6/23/2014	7/28/2014	
October	38:5	8/22/2014	8/22/2014	9/26/2014	
December	38:6	10/21/2014	10/21/2014	11/25/2014	

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					
B&W RATES	1TIME	3 TIMES	6 TIMES	12 TIMES	24 TIMES
1 pg	$1308	$1230	$1200	$1180	$1140
1/2 pg	$900	$795	$780	$760	$730

CLASSIFIED ADVERTISING RATES				
B&W RATES	1TIME	3 TIMES	6 TIMES	12 TIMES
1 pg	$1200	$1100	$1080	$1060
1/2 pg	$780	$710	$700	$680
1/4 pg	$540	$480	$470	$460

COLOR CHARGES	
STANDARD	$325
MATCHED	$550
4-COLOR	$1200

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&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

SIZING		
AD SIZE IN INCHES	WIDTH	DEPTH
Full page	7	10
1/2 page Vertical	3 1/4	10
1/2 page Horizontal	7	5
1/4 Page	3 1/4	5
2-Page Spead	15	10

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:

Annals of Surgical Oncology • 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 2013**: 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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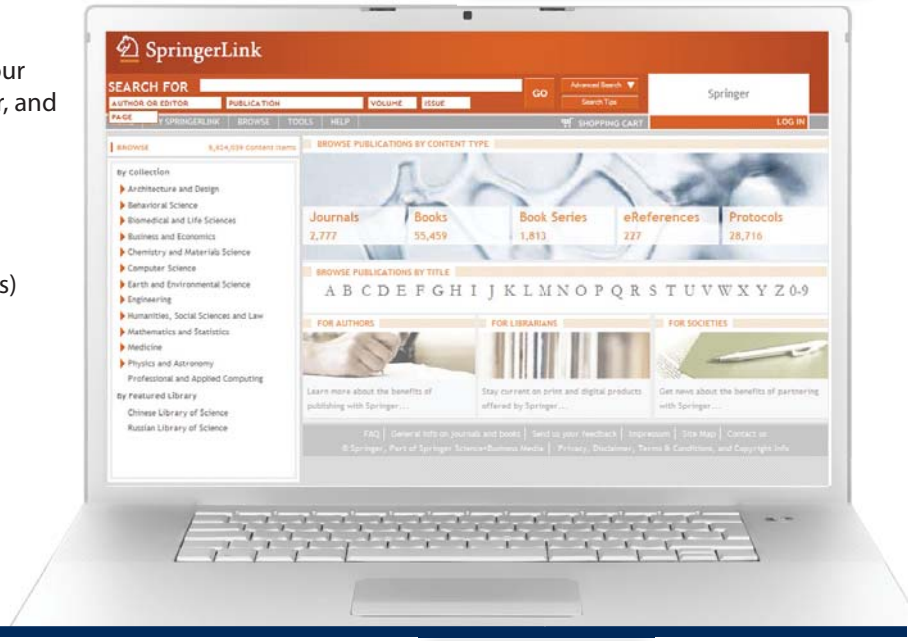

SpringerLink Stats:

- SpringerLink receives over 3 million page impressions daily (Source: Google Analytics)
- In 2011 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 1,700 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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Springer Healthcare is a leading global medical communications provider. With 550 employees and 28 offices worldwide, we boast the largest global footprint in our industry. We are a part of Springer Science+Business Media, one of the world's leading global scientific and medical publishers.

With more than 40 years' experience working with the pharmaceutical industry, we are specialists in delivering innovative medical content and communications solutions. Our products and services include scientific communications, promotional medical education and marketing programs, prescriber and patient education materials, independent medical news services, commercial market analysis and pharmaceutical sales force training.

With our in-depth knowledge, vast experience, unique global footprint, and flexible, innovative solutions covering every stage of the product lifecycle, we are the medical communications partner of choice.

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

CONTACT INFORMATION

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Springer Corporate Sales
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