2016 Media Information

As the world's second-largest STM publisher, Springer serves the marketing and educational programs of many corporations. We publish more than 2,700 scientific journals every year. Through advertising, article reprints, bulk sales, and custom projects, we can help you to make an impact on your audience.

Advertising Sales
233 Spring St., 7th Floor
New York, NY 10013
Tel: (212) 460-1642
Fax: (212) 620-8442
E-mail: advertising@springer.com
The *Journal of Neuro-Oncology* is a multi-disciplinary journal encompassing basic, applied, and clinical investigations in all research areas as they relate to cancer and the central nervous system. It provides a single forum for communication among neurologists, neurosurgeons, radiotherapists, medical oncologists, neuropathologists, neurodiagnosticians, and laboratory based oncologists conducting relevant research. The *Journal of Neuro-Oncology* does not seek to isolate the field, but rather to focus the efforts of many disciplines in one publication through a format which pulls together these diverse interests. More than any other field of oncology, cancer of the central nervous system requires multidisciplinary approaches. To alleviate having to scan dozens of journals of cell biology, pathology, laboratory and clinical endeavours, JNO is a periodical in which current, high-quality, relevant research in all aspects of neuro-oncology may be found.

**Frequency:** 15 times per year

**2014 Impact factor:** 3.070

**Electronic Circulation:** 262,174
Editor-in-Chief:
Linda M. Liau
David Geffen School of Medicine at UCLA, Los Angeles, CA, USA

Associate Editors:
Jeffrey N. Bruce, New York, NY
Webster K. Cavenee, San Diego, CA, USA
Jeffrey Raizer, Chicago, IL, USA

Editorial Board:
Roger Abounader, Charlottesville, VA, USA
David W. Andrews, Philadelphia, PA, USA
Joachim Baehringer, New Haven, CT, USA
Gene H. Barnett, Cleveland, OH, USA
Tommy Bergenheim, Umea, Sweden
Michel S. Berger, San Francisco, CA, USA
Deborah Blumenthal, Tel-Aviv, Israel
John A. Boockvar, New York, NY, USA
Steven Brem, Philadelphia, PA, USA
William Broadus, Richmond, VA, USA
John M. Buatti, Iowa City, IA, USA
J. Gregory Cairncross, Calgary, Canada
Arn Chakravarti, Columbus, OH, USA
Marc C. Chamberlain, Seattle, WA, USA
Clark C. Chen, San Diego, CA, USA
Thomas C. Chen, Los Angeles, CA, USA
Shi-Yuan Cheng, Pittsburgh, PA, USA
E. Antonio Chiocca, Boston, MA, USA
Charles S. Cobbs, San Francisco, CA, USA
William T. Coulwddell, Salt Lake City, UT, USA
Lisa DeAngelis, New York, NY, USA
Waldemar Debinski, Winston-Salem, NC, USA
Franco DeMonte, Houston, TX, USA
Francesco DiMeco, Milan, Italy
Gaetano Finocchiaro, Milan, Italy
Paul G. Fisher, Palo Alto, CA, USA
Isabelle M. Germano, New York, NY, USA
G. Yancey Gillespie, Birmingham, AL, USA
Mariateresa Giordana, Turin, Italy
Costa G. Hadjipanayis, Atlanta, GA, USA
John G. Hildebrand, Brussels, Belgium
Matthias Holdhoff, Baltimore, MD, USA
Martin K. Hunn, Wellington, New Zealand
Steven N. Kalkanis, Detroit, MI, USA
Yucel Kanpolat, Ankara, Turkey
Andrew H. Kaye, Melbourne, Australia
Santosh Kesari, San Diego, CA, USA
Choong Hyun Kim, Seoul, South Korea
Dong-Gyu Kim, Seoul, Korea
Douglas Kondziolka, New York, NY, USA
Andrej Korshunov, Moscow, Russia
Koiti Kurisu, Hiroshima, Japan
Albert Lai, Los Angeles, CA, USA
Frederick Lang, Houston, TX, USA
Joseph L. Lasky, Los Angeles, CA, USA
Andrew B. Lassman, New York, NY, USA
Maciej Lesniak, Chicago, IL, USA
Jia-Wei Lin, Taipei, Taiwan
Mark E. Linskey, Irvine, CA, USA
Pedro Loewenstein, Ann Arbor, MI, USA
Gordon McCleod, Los Angeles, CA, USA
Paul C. McCormick, New York, NY, USA
Ian McCutcheon, Houston, TX, USA
Michael McDermott, San Francisco, CA, USA
Ingo Mellinghoff, New York, NY, USA
Antonio Omuro, New York, NY, USA
Brian Patrick O’Neill, Rochester, MN, USA
Donald M. O’Rourke, Philadelphia, PA, USA
John Park, Bethesda, MD, USA
Arie Perry, St. Louis, MO, USA
Joseph Piepmeier, New Haven, CT, USA
Whitney Pope, Los Angeles, CA, USA
Michael D. Prados, San Francisco, CA, USA
Robert M. Prins, Los Angeles, CA, USA
Raj K. Puri, Bethesda, MD, USA
David A. Reardon, Boston, MA, USA
Gregory Riggins, Baltimore, MD, USA
Karl Rößler, Erlangen, Germany
Tarik Tihan, San Francisco, CA, USA
Liang-Fu Zhou, Shanghai, China
John H. Sampson, Durham, NC, USA
Raymond Sawaya, Houston, TX, USA
Hideyuki Saya, Kumamoto, Japan
Davide Schiffer, Turin, Italy
Jason Sheehan, Charlottesville, VA, USA
Michael D. Taylor, Toronto, Canada
Tarik Tihan, San Francisco, CA, USA
Katherine E. Warren, Bethesda, MD, USA
Howard L. Weiner, New York, NY, USA
Michael Weller, Zurich, Switzerland
Albert J. Wong, Palo Alto, CA, USA
Isaac Yang, Los Angeles, CA, USA
William H. Yong, Los Angeles, CA, USA
Daizo Yoshida, Tokyo, Japan
Liang-Fu Zhou, Shanghai, China
<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>
</tr>
</thead>
<tbody>
<tr>
<td>February</td>
<td>126:3</td>
<td>12/22/2015</td>
<td>12/22/2015</td>
<td>1/26/2016</td>
<td></td>
</tr>
<tr>
<td>March</td>
<td>127:1</td>
<td>1/22/2016</td>
<td>1/22/2016</td>
<td>2/26/2016</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>127:2</td>
<td>2/19/2016</td>
<td>2/19/2016</td>
<td>3/25/2016</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>129:2</td>
<td>7/22/2016</td>
<td>7/22/2016</td>
<td>8/26/2016</td>
<td></td>
</tr>
<tr>
<td>September II</td>
<td>129:3</td>
<td>7/22/2016</td>
<td>7/22/2016</td>
<td>8/26/2016</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>130:1</td>
<td>8/22/2016</td>
<td>8/22/2016</td>
<td>9/26/2016</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>130:3</td>
<td>10/24/2016</td>
<td>10/24/2016</td>
<td>11/28/2016</td>
<td></td>
</tr>
</tbody>
</table>

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.
<table>
<thead>
<tr>
<th>DISPLAY ADVERTISING RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>B&amp;W RATES</strong></td>
</tr>
<tr>
<td>1 pg</td>
</tr>
<tr>
<td>1/2 pg</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>CLASSIFIED ADVERTISING RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>B&amp;W RATES</strong></td>
</tr>
<tr>
<td>1 pg</td>
</tr>
<tr>
<td>1/2 pg</td>
</tr>
<tr>
<td>1/4 pg</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COLOR CHARGES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STANDARD</strong></td>
</tr>
<tr>
<td><strong>MATCHED</strong></td>
</tr>
<tr>
<td><strong>4-COLOR</strong></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>INSERTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2-Page Insert</strong></td>
</tr>
<tr>
<td><strong>4-Page Insert</strong></td>
</tr>
<tr>
<td><strong>Larger Units</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COVER AND PREFERRED POSITIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Second Cover</strong></td>
</tr>
<tr>
<td><strong>Third Cover</strong></td>
</tr>
<tr>
<td><strong>Fourth Cover</strong></td>
</tr>
<tr>
<td><strong>Other specified</strong></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.

**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.

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

Journal of Neuro-Oncology • 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.

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.

BROWSE OUR JOURNALS AT SPRINGERLINK.COM

SpringerLink is an integrated full-text database for journals, books, protocols, eReferences, and book series published by Springer, and offers free access to search, tables of content, abstracts, and alerting services. SpringerLink currently offers 2,774 fully peer-reviewed journals and 55,459 books online.

General and detailed information about our journals, books, software and other products is available on our corporate website Springer.com. Watch our online tutorial to find out how to browse, search, access, order, and more on SpringerLink.

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)
- SpringerLink hosts more than 2,700 scientific journals
- On average each journal reaches about 280 E-Toc Subscribers (Numbers may vary due to fluctuation and popularity of journal)
Advertise with Springer Healthcare
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.