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New York, NY 10013
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Fax: (212) 620-8442
E-mail: advertising@springer.com
The Journal of Nuclear Cardiology® is the only journal in the world devoted to this dynamic and growing subspecialty. Physicians and technologists value the journal not only for its peer-reviewed articles, but also for its timely discussions about the current and future role of nuclear cardiology. Original articles address all aspects of nuclear cardiology, including interpretation, diagnosis, imaging equipment, and use of radiopharmaceuticals. As the official publication of the American Society of Nuclear Cardiology, the journal also brings readers the latest information emerging from the Society’s task forces and publishes guidelines and position papers as they are adopted.

Readership: Cardiologists, nuclear medicine physicians, radiologists, other interested clinicians and investigators, and technologists.

Journal Established: 1994
Frequency: Bimonthly
2014 Impact factor: 2.942
Circulation: 3,300
## 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>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>23:2</td>
<td>2/19/2016</td>
<td>2/19/2016</td>
<td>3/25/2016</td>
<td></td>
</tr>
<tr>
<td>October</td>
<td>23:5</td>
<td>8/22/2016</td>
<td>8/22/2016</td>
<td>9/26/2016</td>
<td>Radiological Society of North America</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.
**Journal of Nuclear Cardiology®**

**2016 Media Information**

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### DISPLAY AND CLASSIFIED 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>$2080</td>
<td>$1990</td>
<td>$1905</td>
<td>$1850</td>
</tr>
<tr>
<td>1/2 pg</td>
<td>$1760</td>
<td>$1550</td>
<td>$1495</td>
<td>$1450</td>
</tr>
<tr>
<td>1/4 pg</td>
<td>$1035</td>
<td>$950</td>
<td>$910</td>
<td>$895</td>
</tr>
</tbody>
</table>

### COLOR CHARGES

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>STANDARD</td>
<td>$800</td>
</tr>
<tr>
<td>MATCHED</td>
<td>$1010</td>
</tr>
<tr>
<td>4-COLOR</td>
<td>$1750</td>
</tr>
</tbody>
</table>

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

### INSERTS

<table>
<thead>
<tr>
<th>Insert Type</th>
<th>Rate</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

- 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.*

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**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 Nuclear Cardiology, 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.

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- 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
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**CONTACT INFORMATION**

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Fax: (212) 620-8442
E-mail: advertising@springer.com

**Inserts should be sent to:**
Journal of Nuclear Cardiology®
The Sheridan Press
450 Fame Avenue
Hanover, PA 17331

**Contracts and Patch Orders should be sent to:**
Georgia Nikolaros
Springer Healthcare, LLC
233 Spring Street, 6th Floor
New York, NY, 10013
Tel: (212) 620-8495
Mobile: (646) 934-3177
Fax: (212) 620-8442
Email: georgia.nikolaros@springer.com

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