2016 Media Information

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The *Journal of Pharmaceutical Innovation (JPI)*, is an international, multidisciplinary peer-reviewed scientific journal dedicated to publishing high quality papers emphasizing innovative research and applied technologies within the pharmaceutical and biotechnology industries. JPI's goal is to be the premier communication vehicle for the critical body of knowledge that is needed for scientific evolution and technical innovation, from R&D to market. Topics will fall under the following categories:

- Materials science
- Product design
- Process design, optimization, automation and control
- Facilities; Information management
- Regulatory policy and strategy
- Supply chain developments
- Education and professional development

2014 Impact Factor: 1.000
Journal of Pharmaceutical Innovation

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Qiang Zheng, College of Engineering, Peking University
<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>March</td>
<td>11:1</td>
<td>1/22/2016</td>
<td>1/22/2016</td>
<td>2/26/2016</td>
<td></td>
</tr>
<tr>
<td>September</td>
<td>11:3</td>
<td>7/22/2016</td>
<td>7/22/2016</td>
<td>8/26/2016</td>
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</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.
### 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>$1040</td>
<td>$990</td>
<td>$905</td>
<td>$865</td>
</tr>
<tr>
<td>1/2 pg</td>
<td>$730</td>
<td>$676</td>
<td>$625</td>
<td>$585</td>
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</tbody>
</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>
<th>12 TIMES</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 pg</td>
<td>$935</td>
<td>$850</td>
<td>$795</td>
<td>$725</td>
</tr>
<tr>
<td>1/2 pg</td>
<td>$610</td>
<td>$575</td>
<td>$525</td>
<td>$495</td>
</tr>
<tr>
<td>1/4 pg</td>
<td>$500</td>
<td>$475</td>
<td>$430</td>
<td>$395</td>
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</table>

### COLOR CHARGES

<table>
<thead>
<tr>
<th>Type</th>
<th>Charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>STANDARD</td>
<td>$500</td>
</tr>
<tr>
<td>MATCHED</td>
<td>$700</td>
</tr>
<tr>
<td>4-COLOR</td>
<td>$1200</td>
</tr>
</tbody>
</table>

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

### INSERTS

<table>
<thead>
<tr>
<th>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

<table>
<thead>
<tr>
<th>Position</th>
<th>Premium</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.

### 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>AD SIZE IN INCHES</td>
<td></td>
<td></td>
</tr>
<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.

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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)
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- On average each journal reaches about 280 E-Toc Subscribers (Numbers may vary due to fluctuation and popularity of journal)
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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.

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