2016 Media Information

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Pharmaceutical Research, an official journal of the American Association of Pharmaceutical Scientists, presents papers which describe innovative research spanning the entire spectrum of drug discovery, development, evaluation and regulatory approval. Small drug molecules, biotechnology products including genes, peptides, proteins and vaccines, and genetically engineered cells are an integral part of papers published here. Current emphasis of the journal includes the following areas: preformulation; drug delivery and targeting; formulation design, engineering, and processing; pharmacokinetics, pharmacodynamics, and pharmacogenomics; molecular biopharmaceutics and drug disposition; and computational biopharmaceutics, among others.

- Presents research spanning the entire spectrum of drug discovery, development, evaluation, and regulatory approval
- Covers pharmacodynamics, and pharmacogenomics; molecular biopharmaceutics and drug disposition; and computational biopharmaceutics and more
- An official journal of the American Association of Pharmaceutical Scientists

Readership: Pharmaceutical scientists primarily involved in R&D but also in academics, regulatory affairs and corporate management.

Frequency: Monthly
2014 Impact factor: 3.420
Circulation: 12,000
Pharmaceutical Research

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Official Journal of the American Association of Pharmaceutical Scientists

2016 Media Information

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## 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>
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<tbody>
<tr>
<td>March</td>
<td>33:3</td>
<td>1/22/2016</td>
<td>1/22/2016</td>
<td>2/26/2016</td>
<td>American Society for Neurochemistry</td>
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<td>April</td>
<td>33:4</td>
<td>2/19/2016</td>
<td>2/19/2016</td>
<td>3/25/2016</td>
<td>American Society for Cancer Research</td>
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<td>7/22/2016</td>
<td>7/22/2016</td>
<td>8/26/2016</td>
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<td>33:10</td>
<td>8/22/2016</td>
<td>8/22/2016</td>
<td>9/26/2016</td>
<td>American Association of Pharmaceutical Scientists Biomedical Engineering Society</td>
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<td>November</td>
<td>33:11</td>
<td>9/21/2016</td>
<td>9/21/2016</td>
<td>10/26/2016</td>
<td>Society for Neuroscience</td>
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</tbody>
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**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>
<th>24 TIMES</th>
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<td>$1640</td>
<td>$1615</td>
<td>$1580</td>
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<tr>
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<td>$1200</td>
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<tr>
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<td>$915</td>
<td>$895</td>
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### CLASSIFIED ADVERTISING RATES

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<th>6 TIMES</th>
<th>12 TIMES</th>
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<td>$1440</td>
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<tr>
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<td>$1080</td>
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<td>$1010</td>
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<tr>
<td>1/4 pg</td>
<td>$820</td>
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<td>$780</td>
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### COLOR CHARGES

<table>
<thead>
<tr>
<th>Color Type</th>
<th>Rate</th>
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<td>Standard</td>
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<tr>
<td>Matched</td>
<td>$1320</td>
</tr>
<tr>
<td>4-Color</td>
<td>$1600</td>
</tr>
</tbody>
</table>

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&W 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. 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

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MECHANICAL REQUIREMENTS

<table>
<thead>
<tr>
<th>AD SIZE IN INCHES</th>
<th>WIDTH</th>
<th>DEPTH</th>
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<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 3/4” 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

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 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.

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- SpringerLink receives over 3 million page impressions daily (Source: Google Analytics)
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- The average click rate for banner ads placed on SpringerLink.com is .10 (Source: Google Analytics)
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