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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
2013 Impact factor: 3.952
Circulation: 12,000
### 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>January</td>
<td>32:1</td>
<td>11/24/2014</td>
<td>11/24/2014</td>
<td>1/02/2015</td>
<td></td>
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<tr>
<td>September</td>
<td>32:9</td>
<td>7/24/2015</td>
<td>7/24/2015</td>
<td>8/28/2015</td>
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<tr>
<td>October</td>
<td>32:10</td>
<td>8/24/2015</td>
<td>8/24/2015</td>
<td>9/28/2015</td>
<td>American Association of Pharmaceutical Scientists Biomedical Engineering Society</td>
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<tr>
<td>November</td>
<td>32:11</td>
<td>9/21/2015</td>
<td>9/21/2015</td>
<td>10/26/2015</td>
<td>Society for Neuroscience</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.
Pharmaceutical Research

2015 Media Information

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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<tbody>
<tr>
<td>1 pg</td>
<td>$1700</td>
<td>$1640</td>
<td>$1615</td>
<td>$1580</td>
<td>$1530</td>
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<tr>
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<td>$1240</td>
<td>$1200</td>
<td>$1185</td>
<td>$1150</td>
<td>$1120</td>
</tr>
<tr>
<td>1/4 pg</td>
<td>$940</td>
<td>$915</td>
<td>$895</td>
<td>$870</td>
<td>$840</td>
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</table>

CLASSIFIED ADVERTISING RATES

<table>
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<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>$1480</td>
<td>$1440</td>
<td>$1410</td>
<td>$1380</td>
</tr>
<tr>
<td>1/2 pg</td>
<td>$1080</td>
<td>$1050</td>
<td>$1030</td>
<td>$1010</td>
</tr>
<tr>
<td>1/4 pg</td>
<td>$820</td>
<td>$790</td>
<td>$780</td>
<td>$740</td>
</tr>
</tbody>
</table>

COLOR CHARGES

| Standard   | $1250  |
| Matched    | $1320  |
| 4-Color    | $1600  |

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

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

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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**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

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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.

**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:**
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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.

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- In 2014 SpringerLink.com had 122 million unique visitors and 228 million visits (Source: Google Analytics)
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Contracts and Patch Orders should be sent to:
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Springer Healthcare, LLC
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New York, NY, 10013
Tel: (212) 620-8495
Mobile: (646) 934-3177
Fax: (212) 620-8442
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Pharmaceutical Research
An Official Journal of the American Association of Pharmaceutical Scientists
Editor-in-Chief: Swaan, P.W.
ISSN: 0724-8741 (print version)
ISSN: 1573-904X (electronic version)
Journal no. 11095