2015 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.

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E-mail: advertising@springer.com
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
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Official Journal of the American Association of Pharmaceutical Scientists

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2015 Media Information
## EDITORIAL CALENDAR

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<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>January</td>
<td>32:1</td>
<td>11/24/2014</td>
<td>11/24/2014</td>
<td>1/02/2015</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>
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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.
<table>
<thead>
<tr>
<th>DISPLAY ADVERTISING RATES</th>
<th>1TIME</th>
<th>3 TIMES</th>
<th>6 TIMES</th>
<th>12 TIMES</th>
<th>24 TIMES</th>
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<tr>
<td>B&amp;W RATES</td>
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<td>1 pg</td>
<td>$1700</td>
<td>$1640</td>
<td>$1615</td>
<td>$1580</td>
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<td>$1200</td>
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<td>$1150</td>
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</tr>
<tr>
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<td>$915</td>
<td>$895</td>
<td>$870</td>
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<table>
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<tr>
<th>CLASSIFIED ADVERTISING RATES</th>
<th>1TIME</th>
<th>3 TIMES</th>
<th>6 TIMES</th>
<th>12 TIMES</th>
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</thead>
<tbody>
<tr>
<td>B&amp;W RATES</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 pg</td>
<td>$1480</td>
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<tr>
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<td>$1010</td>
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<tr>
<td>1/4 pg</td>
<td>$820</td>
<td>$790</td>
<td>$780</td>
<td>$740</td>
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<table>
<thead>
<tr>
<th>COLOR CHARGES</th>
<th>STANDARD</th>
<th>MATCHED</th>
<th>4-COLOR</th>
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</thead>
<tbody>
<tr>
<td>$1250</td>
<td>$1320</td>
<td>$1600</td>
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Full color charges also apply to fractional pages. Bleed: no charge.

<table>
<thead>
<tr>
<th>INSERTS</th>
<th>2x Earned B&amp;W Rate</th>
<th>4x Earned B&amp;E Rate</th>
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<tbody>
<tr>
<td>2-Page Insert</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4-Page Insert</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Larger Units</td>
<td># of pages x earned B&amp;W rate</td>
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<table>
<thead>
<tr>
<th>COVER AND PREFERRED POSITIONS</th>
<th>Second Cover</th>
<th>Third Cover</th>
<th>Fourth Cover</th>
<th>Other specified</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium over earned b/w page rate</td>
<td>35% over earned B&amp;W rate</td>
<td>15% over earned B&amp;W rate</td>
<td>50% over earned B&amp;W rate</td>
<td>10% over earned B&amp;W rate</td>
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</tbody>
</table>

• 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.

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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
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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

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:
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Our Advertising team focuses on two online advertising options:

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**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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- SpringerLink receives over 3 million page impressions daily (Source: Google Analytics)
- In 2014 SpringerLink.com had 122 million unique visitors and 228 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)
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Please contact your sales representative, for more information about online advertising opportunities.

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E-mail: advertising@springer.com

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The Sheridan Press
450 Fame Avenue
Hanover, PA 17331

Contracts and Patch Orders should be sent to:
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