2013 Media Information

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E-mail: advertising@springer.com
Surgical Endoscopy represents the surgical aspects of interventional endoscopy, ultrasound, and other techniques in the fields of gastroenterology, obstetrics, gynecology and urology, as well as gastroenterologic, thoracic, traumatic, orthopedic and pediatric surgery. It is a worldwide forum for the description and discussion of various aspects of interventional endoscopy and ultrasound as integral elements of surgical practice. Interventional endoscopy and ultrasound have permitted decisive advances in surgery. The Journal serves the international surgical community for the transfer of information relating to practice, theory, and research in the various medical and surgical disciplines.

*Surgical Endoscopy:* A forum for discussion of interventional endoscopy and ultrasound as integral elements of surgical practice. Covers applications in gastroenterology, obstetrics, gynecology, and urology

**Readership:** The readership of *Surgical Endoscopy* consists primarily of general surgeons who are active in endoscopy, and in particular, laparoscopic and other minimal access procedures, including bariatric, colorectal, foregut and hepatobiliary procedures. (Source: Readership Survey conducted by Kaufman Wills, 2007)

**Journal Established:** 1986  
**Frequency:** Monthly  
**2011 Impact factor:** 4.013  
**Circulation:** 8,500
Surgical Endoscopy

Editors-in-Chief:
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Mark A. Talamini, San Diego (Coordinating)

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G. Hanna, London

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Societies and Affiliations
Official Journal of the Society of American Gastrointestinal
Official Journal of the Society of American Gastrointestinal and Endoscopic Surgeons (SAGES)
Official Journal European Association for Endoscopic Surgery (EAES)
<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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<td>11/20/2012</td>
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<td>1/02/2013</td>
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<td>1/24/2013</td>
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<td>2/28/2013</td>
<td>Society of Surgical Oncology Society of American Gastrointestinal &amp; Endoscopic Surgeons (SAGES)</td>
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<td>8/22/2013</td>
<td>8/22/2013</td>
<td>9/26/2013</td>
<td>American College of Surgeons</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>1TIME</th>
<th>3 TIMES</th>
<th>6 TIMES</th>
<th>12 TIMES</th>
<th>24 TIMES</th>
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<td>$1460</td>
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<td>$995</td>
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<td>$815</td>
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<td>$600</td>
<td>$550</td>
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## CLASSIFIED ADVERTISING RATES

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<tr>
<td>1/4 pg</td>
<td>$605</td>
<td>$450</td>
<td>$400</td>
<td>$375</td>
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## COLOR CHARGES

<p>| | |</p>
<table>
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<tr>
<td>STANDARD</td>
<td>$700</td>
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<tr>
<td>MATCHED</td>
<td>$800</td>
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<tr>
<td>4-COLOR</td>
<td>$1400</td>
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## INSERTS

<table>
<thead>
<tr>
<th>INSERTS</th>
<th>B&amp;W RATE</th>
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<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;E 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

Full color charges also apply to fractional pages. 

Bleed: no charge.

Institutional rate: $1132

**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>AD SIZE IN INCHES</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 ¾” 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

**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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- SpringerLink receives over 3 million page impressions daily (Source: Google Analytics)
- In 2011 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 1,700 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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