2016 Media Information

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World Journal of Surgery has been designed to fill the need for rapid dissemination of new and important information about the science and art of surgery throughout the world. It is the only international journal covering the broad field of surgery that contains refereed contributions of original work. World Journal of Surgery rapidly publishes original articles that offer significant contributions to knowledge in the fields of clinical surgery, experimental surgery and related sciences, surgical education, and the socio-economic aspects of surgical care.

Readership: The readership of World Journal of Surgery includes general surgeons as well as specialists in cardiovascular, vascular, thoracic, traumatic, and pediatric surgery.

Journal Established: 1977
Frequency: Monthly
2014 Impact factor: 2.642
Circulation: 2,000
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Official Publication of the International Society of Surgery

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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 AND 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>$1470</td>
<td>$1365</td>
<td>$1295</td>
<td>$1220</td>
</tr>
<tr>
<td>1/2 pg</td>
<td>$1100</td>
<td>$995</td>
<td>$925</td>
<td>$875</td>
</tr>
<tr>
<td>1/4 pg</td>
<td>$800</td>
<td>$700</td>
<td>$650</td>
<td>$620</td>
</tr>
</tbody>
</table>

### 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.

### COLOR CHARGES

- STANDARD: $550
- MATCHED: $750
- 4-COLOR: $1300

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.

**CONTACT:** Tel: (212) 460-1642 • E-mail: advertising@springer.com
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>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 1/4” 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

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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 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.

INSERTS SHOULD BE SENT TO:
World Journal of Surgery • The Sheridan Press • 450 Fame Avenue • Hanover, PA 17331
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.

Our Advertising team focuses on two online advertising options:

**Banner Ads** - An embedded ad placed on our research site SpringerLink.com. Sized at 160x600, these ads are positioned on the top right of our web pages directly adjacent to our content listing. The new, wider skyscraper position will guarantee attention on your brand.

**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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General and detailed information about our journals, books, software and other products is available on our corporate website Springer.com. Watch our online tutorial to find out how to browse, search, access, order, and more on SpringerLink.

**SpringerLink Stats:**
- SpringerLink receives over 3 million page impressions daily (Source: Google Analytics)
- 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)
- 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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<thead>
<tr>
<th>Advertising Material with color prints should be sent to:</th>
<th>Inserts should be sent to:</th>
<th>Contracts and Patch Orders should be sent to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Springer Corporate Sales Attn: Advertising Sales Coordinator 233 Spring St., 7th Floor New York, NY 10013 Tel: (212) 460-1642 Fax: (212) 620-8442 E-mail: <a href="mailto:advertising@springer.com">advertising@springer.com</a></td>
<td>World Journal of Surgery The Sheridan Press 450 Fame Avenue Hanover, PA 17331</td>
<td>Georgia Nikolaros Springer Healthcare, LLC 233 Spring Street, 6th Floor New York, NY, 10013 Tel: (212) 620-8495 Mobile: (646) 934-3177 Fax: (212) 620-8442 Email: <a href="mailto:georgia.nikolaros@springer.com">georgia.nikolaros@springer.com</a></td>
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