

Dysphagia

Official Publication of the Dysphagia Research Society
The Japanese Society of Dysphagia Rehabilitation and
European Society for the Swallowing Disorders



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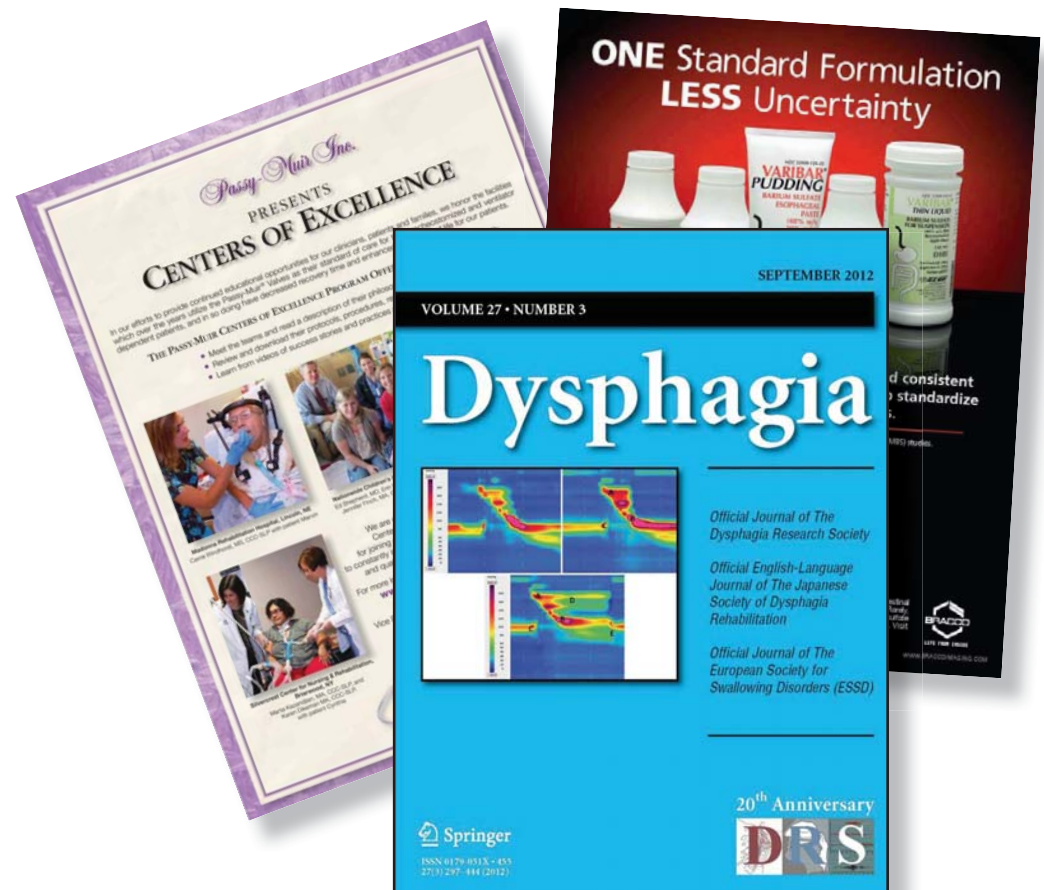
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EDITORIAL BOARD & SOCIETIES

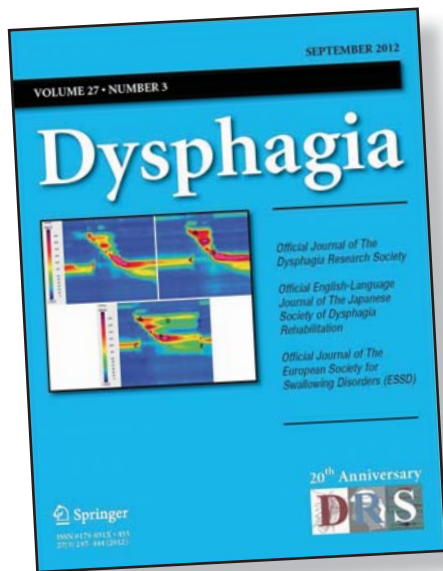
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Dysphagia is a multidisciplinary journal devoted to swallowing and its disorders. The journal's purpose is to provide an international source of information to physicians and other health professionals interested in this emerging field. Its scope includes all aspects of normal and dysphagic ingestion involving the mouth, pharynx, and esophagus. Accordingly, the journal will draw on expertise from a variety of disciplines including gastroenterology, neurology, otolaryngology, radiology, dentistry, rehabilitation medicine, speech pathology, nursing, dietetics, medical administration, and the basic biomedical sciences. The journal is intended to contribute to the development of this field by fostering communication between interested professionals, by setting forth existing knowledge, and by stimulating further research. Submission of contributions that advance the understanding of normal swallowing as well as those related to dysphagia, its diagnosis, and its clinical management, is encouraged. *Dysphagia* has been organized in collaboration with leading medical specialists in this field.

The journal publishes original papers, case reports, technical and instrumental notes, Letters to the Editor, and review articles. A separate section contains abstracts of selected papers from the current literature. Reviews of books or monographs and announcements about national or international associations and conferences related to ingestion and dysphagia are published as space is available. The journal assures expeditious review of submitted manuscripts and prompt notification of the authors. The Editors make every effort to have accepted papers published within 9 months of acceptance.

Readership: Gastroenterologists, speech-language pathologists, neurologists, otolaryngologists, rehabilitation medicine, radiologists, nutritionists and dentists

Frequency: Bimonthly

Geographical Breakdown: North America – 41%; Europe – 24%; Asia-Pacific – 26%; Latin America – 5%, Middle East – 3%, Africa – 1%

2014 Impact Factor: 2.033

Electronic Circulation 2013: Number of Deals / Institutions with exposure via online deals: 503 / 9,830

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Societies and Affiliations

Official Publication of the Dysphagia Research Society

Official Publication of the Japanese Society of Dysphagia Rehabilitation

Official Publication of European Society for the Swallowing Disorders

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EDITORIAL CALENDAR

Publishing Month	Volume / Issue	Space Reservation	Material Due Date	Mail Date	Bonus Distribution
February	31:1	12/22/2015	12/22/2015	1/26/2016	
April	31:2	2/19/2016	2/19/2016	3/25/2016	American Roentgen Ray Society Digestive Disease Week Abdominal Radiology Postgraduate Dysphagia Research Society
June	31:3	4/21/2016	4/21/2016	5/26/2016	American Society of Speech and Hearing Radiology Society of North America American Society of Therapeutic Radiology and Oncology
August	31:4	6/21/2016	6/21/2016	7/26/2016	
October	31:5	8/22/2016	8/22/2016	9/26/2016	American Society of Speech and Hearing Radiology Society of North America American Society of Therapeutic Radiology and Oncology
December	31:6	10/24/2016	10/24/2016	11/28/2016	

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

B&W RATES	1 TIME	3 TIMES	6 TIMES	12 TIMES
1 pg	\$1065	\$995	\$945	\$895
1/2 pg	\$750	\$705	\$650	\$615
1/4 pg	\$485	\$470	\$450	\$495

CLASSIFIED ADVERTISING RATES

B&W RATES	1 TIME	2 TIMES	3 TIMES	6 TIMES
1 pg	\$950	\$815	\$795	\$760
1/2 pg	\$700	\$650	\$615	\$550
1/4 pg	\$490	\$450	\$435	\$425

COLOR CHARGES

STANDARD	\$500
MATCHED	\$750
4-COLOR	\$1150

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

Full color charges also apply to fractional pages.

Bleed: no charge.

- 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.

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MECHANICAL REQUIREMENTS

SIZING		
AD SIZE IN INCHES	WIDTH	DEPTH
Full page	7	10
1/2 page Vertical	3 1/4	10
1/2 page Horizontal	7	5
1/4 Page	3 1/4	5
2-Page Spread	15	10

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:

Dysphagia, The Sheridan Press, 450 Fame Avenue, Hanover, PA 17331

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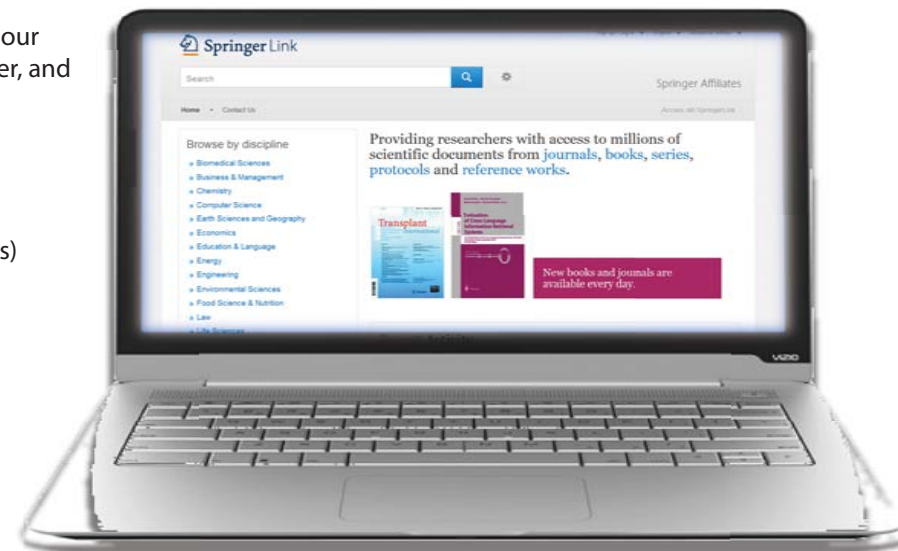
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- In 2015 SpringerLink.com had 85 million unique visitors and 155 million visits (Source: Google Analytics)
- The average click rate for banner ads placed on SpringerLink.com is .10 (Source: Google Analytics)
- SpringerLink hosts more than 2,700 scientific 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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Dysphagia

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