2016 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.

Advertising Sales
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The *Journal of Assisted Reproduction and Genetics* provides a journal format for the publication of novel cellular, molecular, genetic, and epigenetic findings that advance our understanding of the biology of human gametes and preimplantation embryos. The goal is to optimize and facilitate the translation of discoveries made from human or relevant animal model experimentation to the safe and efficacious practice of human assisted reproductive technologies within a scientifically rigorous and ethically sound set of standards established by the editorial leadership of JARG. The expertise, sensitivity and commitment of the editorial board guides the marriage of contemporary research paradigms with basic science discovery in the form of original papers, minireviews and other special topic opportunities made available to an international audience of reproductive scientists who have a keen interest in the biology of human gametes and embryos. The guiding principles of male and female reproductive health that impact the pre, peri, and post-conception viability and developmental capacity of human gametes and preimplantation embryos is emphasized with the vision and purview of human reproductive health in current and future generations of our species.

The journal is published in cooperation with the American Society for Reproductive Medicine, an organization of more than 8,000 physicians, researchers, nurses, technicians and other professionals dedicated to advancing knowledge and expertise in reproductive biology.

**Frequency:** Monthly  
**2014 Impact Factor:** 1.718
Journal of Assisted Reproduction and Genetics

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University of Kansas Medical Center
Kansas City, Kansas

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Official Journal of the American Society for Reproductive Medicine

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Armand Zini, Montreal, Canada
**EDITIOAL 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>
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<tbody>
<tr>
<td>March</td>
<td>33:3</td>
<td>1/22/2016</td>
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<td>8/26/2016</td>
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<td>October</td>
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<td>8/22/2016</td>
<td>8/22/2016</td>
<td>9/26/2016</td>
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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>1 Time</th>
<th>3 Times</th>
<th>6 Times</th>
<th>12 Times</th>
<th>24 Times</th>
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</thead>
<tbody>
<tr>
<td>1 pg</td>
<td>$800</td>
<td>$750</td>
<td>$700</td>
<td>$690</td>
<td>$640</td>
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<tr>
<td>1/2 pg</td>
<td>$650</td>
<td>$610</td>
<td>$580</td>
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<td>$550</td>
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</table>

### Classified Advertising Rates

<table>
<thead>
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</tr>
</thead>
<tbody>
<tr>
<td>1 pg</td>
<td>$750</td>
<td>$640</td>
<td>$625</td>
<td>$600</td>
</tr>
<tr>
<td>1/2 pg</td>
<td>$580</td>
<td>$537</td>
<td>$515</td>
<td>$495</td>
</tr>
<tr>
<td>1/4 pg</td>
<td>$500</td>
<td>$480</td>
<td>$470</td>
<td>$431</td>
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### Color Charges

<table>
<thead>
<tr>
<th>Color Charges</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Standard</td>
<td>$400</td>
</tr>
<tr>
<td>Matched</td>
<td>$700</td>
</tr>
<tr>
<td>4-Color</td>
<td>$1000</td>
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</tbody>
</table>

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

### 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

### 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>
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</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

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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 ½” X 11 ¼”.
**Four-page insert:** 17” X 11 ¾” (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:**
Journal of Assisted Reproduction and Genetics, 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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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
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With more than 40 years’ experience working with the pharmaceutical industry, we are specialists in delivering innovative medical content and communications solutions. Our products and services include scientific communications, promotional medical education and marketing programs, prescriber and patient education materials, independent medical news services, commercial market analysis and pharmaceutical sales force training.

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Please contact your sales representative, for more information about online advertising opportunities.
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