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.

Advertising Sales
233 Spring St., 7th Floor
New York, NY 10013
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Fax: (212) 620-8442
E-mail: advertising@springer.com
Journal of Fluorescence is an international forum for the publication of peer-reviewed original articles that advance the practice of this established spectroscopic technique. Topics covered include advances in theory and/or data analysis, studies of the photophysics of aromatic molecules, solvent and environmental effects, development of stationary or time-resolved measurements, advances in fluorescence microscopy, imaging, photobleaching/recovery measurements, and/or phosphorescence for studies of cell biology, chemical biology and the advanced uses of fluorescence in flow cytometry/analysis, immunology, high throughout screening/drug discovery, DNA sequencing/arrays, genomics and proteomics. Typical applications might include studies of macromolecular dynamics and conformation, intracellular chemistry and gene expression. The journal also publishes papers that describe the synthesis and characterization of new fluorophores, particularly those displaying unique sensitivities and/or optical properties. In addition to original articles, the Journal also publishes reviews, rapid communications, short communications, letters to the editor, topical news articles, and technical and design notes.

**Frequency:** Bimonthly  
**2013 Impact factor:** 1.667  
**Circulation:** 115
Journal of Fluorescence

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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.

### EDITORIAL 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>
</tr>
</thead>
<tbody>
<tr>
<td>September</td>
<td>25:5</td>
<td>7/24/2015</td>
<td>7/24/2015</td>
<td>8/28/2015</td>
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### 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>
</tr>
</thead>
<tbody>
<tr>
<td>1 pg</td>
<td>$645</td>
<td>$620</td>
<td>$590</td>
<td>$555</td>
</tr>
<tr>
<td>1/2 pg</td>
<td>$530</td>
<td>$510</td>
<td>$470</td>
<td>$425</td>
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<tr>
<td>1/4 pg</td>
<td>$465</td>
<td>$435</td>
<td>$390</td>
<td>$355</td>
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</table>

### Classified Advertising Rates

<table>
<thead>
<tr>
<th>B&amp;W Rates</th>
<th>1 Time</th>
<th>3 Times</th>
<th>6 Times</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 pg</td>
<td>$600</td>
<td>$535</td>
<td>$495</td>
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<tr>
<td>1/2 pg</td>
<td>$490</td>
<td>$420</td>
<td>$380</td>
</tr>
<tr>
<td>1/4 pg</td>
<td>$420</td>
<td>$390</td>
<td>$345</td>
</tr>
</tbody>
</table>

### Color Charges

<table>
<thead>
<tr>
<th>Color Charge</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard</td>
<td>$315</td>
</tr>
<tr>
<td>Matched</td>
<td>$420</td>
</tr>
<tr>
<td>4-Color</td>
<td>$900</td>
</tr>
</tbody>
</table>

Full color charges also apply to fractional pages. Bleed: no charge. Institutional rate: $1132

### Inserts

- 2-Page Insert: 2x Earned B&W Rate
- 4-Page Insert: 4x Earned B&E 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. Non-cancelable.
- 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.

### 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>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 ⅛” X 11 ¼”.
Trim size: 8 ⅛” 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:

Journal of Fluorescence • 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. NEW* Positioning for 2015: 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 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
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With our in-depth knowledge, vast experience, unique global footprint, and flexible, innovative solutions covering every stage of the product lifecycle, we are the medical communications partner of choice.

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

CONTACT INFORMATION

Advertising Material with color prints should be sent to:
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: advertising@springer.com

Inserts should be sent to:
Journal of Fluorescence
The Sheridan Press
450 Fame Avenue
Hanover, PA 17331

Contracts and Patch Orders should be sent to:
M.J. Mrvica Associates
Attn: Gennifer Davis
2 West Taunton Avenue
Berlin, NJ 08009
Tel: 856-768-9360
Fax: 856-768-0064
Email: gdavis@mrvica.com
Journal of Fluorescence
Editor-in-Chief: Geddes, C.D.
ISSN: 1053-0509 (print version)
ISSN: 1573-4994 (electronic version)
Journal no. 10895