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.

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Fax: (212) 620-8442
E-mail: advertising@springer.com
Now the official journal of the Society of Robotic Surgery, *The Journal of Robotic Surgery* aims to become the leading worldwide journal for publications of articles related to robotic surgery, encompassing surgical simulation and integrated imaging techniques. The journal provides a centralized, focused resource for physicians wishing either to publish their experiences or to educate themselves in the most up to date findings in their field. This publication covers all aspects of the use of robotics in surgery in an interdisciplinary fashion.

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:** Robotic surgeons working in urology, gynecology, orthopedics, ENT, neurology, oncology, cardiology, gastroenterology; general surgeons; minimally invasive surgeons, surgeons in training; scientists involved in robot design.

**Frequency:** Quarterly

**Circulation:** 900
Journal of Robotic Surgery

Editor-in-Chief:
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Editor Emeritus & Founding Editor:
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Srinivas Samavedi, Global Robotics Institute, Celebration Health, Orlando, FL, USA

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Jay A. Redan, Global Robotics Institute, Celebration Health, Orlando, FL, USA (General Surgery)

Societies and Affiliations
Official Journal of the Society of Robotic Surgery
### 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>March</td>
<td>10:1</td>
<td>1/22/2016</td>
<td>1/22/2016</td>
<td>2/26/2016</td>
<td>American Urological Association</td>
</tr>
<tr>
<td>September</td>
<td>10:3</td>
<td>7/22/2016</td>
<td>7/22/2016</td>
<td>8/26/2016</td>
<td>American Chemical Society</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>2 Times</th>
<th>3 Times</th>
<th>6 Times</th>
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</thead>
<tbody>
<tr>
<td>1 pg</td>
<td>$1145</td>
<td>$1065</td>
<td>$975</td>
<td>$835</td>
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<tr>
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<td>$870</td>
<td>$780</td>
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<td>$685</td>
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<tr>
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<td>$700</td>
<td>$635</td>
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<td>$570</td>
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### Classified Advertising Rates

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</tr>
</thead>
<tbody>
<tr>
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<td>$750</td>
<td>$700</td>
<td>$650</td>
<td>$500</td>
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<td>1/2 pg</td>
<td>$640</td>
<td>$600</td>
<td>$550</td>
<td>$490</td>
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<td>1/4 pg</td>
<td>$550</td>
<td>$520</td>
<td>$500</td>
<td>$480</td>
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### Color Charges

<table>
<thead>
<tr>
<th>Color Type</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Standard</td>
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</tr>
<tr>
<td>Matched</td>
<td>$850</td>
</tr>
<tr>
<td>4-Color</td>
<td>$1420</td>
</tr>
</tbody>
</table>

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

### Inserts

<table>
<thead>
<tr>
<th>Insert Type</th>
<th>Rate</th>
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<tbody>
<tr>
<td>2-Page</td>
<td>2x Earned B&amp;W Rate</td>
</tr>
<tr>
<td>4-Page</td>
<td>4x Earned B&amp;W Rate</td>
</tr>
<tr>
<td>Larger Units</td>
<td># of pages x earned B&amp;W 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

- 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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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
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**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 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

**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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Please contact your sales representative, for more information about online advertising opportunities.
Journal of Robotic Surgery
Editor-in-Chief: Albala, D.
ISSN: 1863-2483 (print version)
ISSN: 1863-2491 (electronic version)
Journal no. 11701