



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.

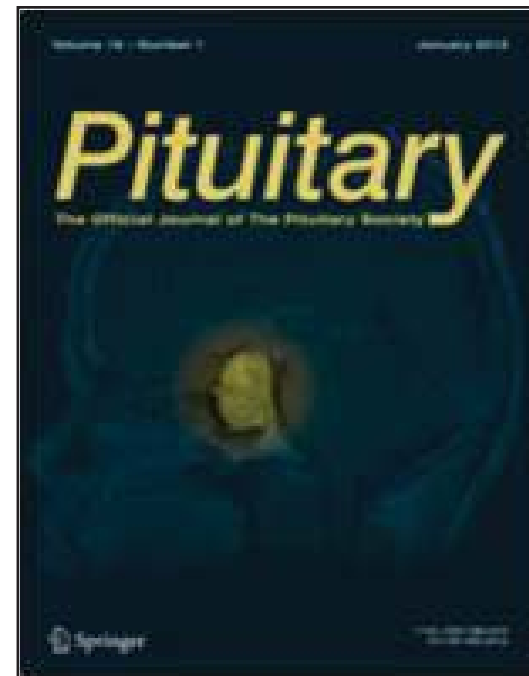
Advertising Sales

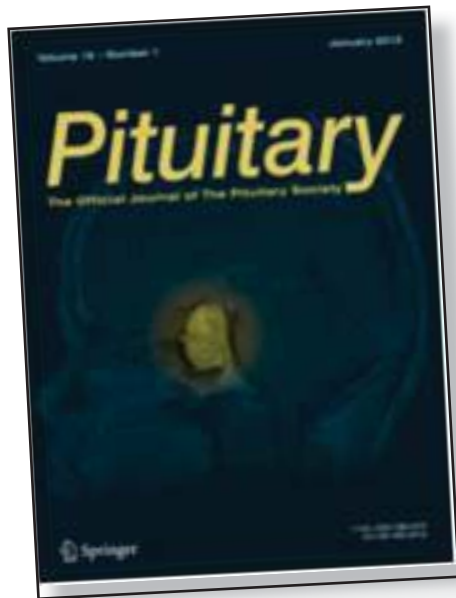
233 Spring St., 7th Floor
New York, NY 10013

Tel: (212) 460-1642

Fax: (212) 620-8442

E-mail: advertising@springer.com





Pituitary is an international publication devoted to basic and clinical aspects of the pituitary gland. It is designed to publish original, high quality research in both basic and pituitary function as well as clinical pituitary disease.

The journal is divided into several sections including:

Molecular Biology of Pituitary Hormones

In Vitro Regulation of Pituitary Hormones

Regulation of Hormone Secretion

Comprehensive Basic Reviews with Clinical Focus

Pituitary is directed at basic investigators, physiologists, clinical adult and pediatric endocrinologists, neurosurgeons and reproductive endocrinologists interested in the broad field of the pituitary and its disorders. The Editorial Board has been drawn from international experts in basic and clinical endocrinology. The journal offers a rapid turnaround time for review of manuscripts, and the high standard of the journal is maintained by a selective peer-review process which aims to publish only the highest quality manuscripts. Pituitary will, therefore, foster the publication of creative scholarship as it pertains to the pituitary and as such will provide a forum for basic scientists and clinicians to publish their high quality pituitary-related work.

Frequency: Quarterly

2013 Impact factor: 2.222

Electronic Circulation: 60,458

Editor-in-Chief:

Shlomo Melmed
Cedars-Sinai Medical Center, Los Angeles, CA, USA

Editors:

Ariel Barkan, USA
Nienke Biermasz, Netherlands
Andrea Giustina, Italy
John Wass, United Kingdom

Editorial Board:

Emanuela Arvat, Italy
Simon Aylwin, UK
Paolo Beck-Peccoz, Italy
Anat Ben-Shlomo, USA
Nienke Biermasz, Netherlands
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Lisa Nachtigall, USA
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Bernd Scheithauer, USA
Ilan Shimon, Israel
Christian Strasburger, Germany
Mary Lee Vance, USA
Susan Webb, Spain



EDITORIAL CALENDAR

Publishing Month	Volume/ Issue	Space Reservation	Material Due Date	Mail Date	Bonus Distribution
March	18:1	1/23/2015	1/23/2015	2/27/2015	
June	18:2	4/23/2015	4/23/2015	5/28/2015	Endocrine Society
September	18:3	7/24/2015	7/24/2015	8/28/2015	
December	18:4	10/23/2015	10/23/2015	11/27/2015	

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	\$980	\$920	\$860	\$830
1/2 pg	\$650	\$620	\$580	\$560

CLASSIFIED ADVERTISING RATES

B&W RATES	1 TIME	3 TIMES	6 TIMES	12 TIMES
1 pg	\$845	\$800	\$750	\$720
1/2 pg	\$575	\$535	\$500	\$485
1/4 pg	\$450	\$415	\$385	\$340

COLOR CHARGES

STANDARD	\$595
MATCHED	\$685
4-COLOR	\$1145

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

Full color charges also apply to fractional pages.

Bleed: no charge.

- 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

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:

Pituitary • 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.

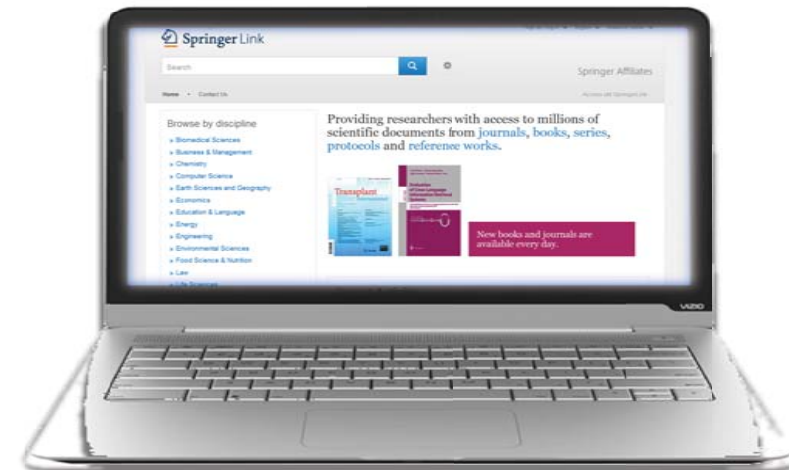
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General and detailed information about our journals, books, software and other products is available on our corporate website Springer.com. Watch our online tutorial to find out how to browse, search, access, order, and more on SpringerLink.

SpringerLink Stats:

- SpringerLink receives over 3 million page impressions daily (Source: Google Analytics)
- In 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
- On average each journal reaches about 280 E-Toc Subscribers (Numbers may vary due to fluctuation and popularity of journal)





Advertise with Springer Healthcare

Springer Healthcare is a leading global medical communications provider. With 550 employees and 28 offices worldwide, we boast the largest global footprint in our industry. We are a part of Springer Science+Business Media, one of the world's leading global scientific and medical publishers.

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.

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:

Pituitary
The Sheridan Press
450 Fame Avenue
Hanover, PA 17331

Contracts and Patch Orders should be sent to:

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: georgia.nikolaros@springer.com



<http://www.springer.com/journal/11102>

Pituitary

The Official Journal of the Pituitary Society

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