2016 Media Information

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New York, NY 10013
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Fax: (212) 620-8442
E-mail: advertising@springer.com
Reviews in Endocrine and Metabolic Disorders is an international journal dedicated to students, clinicians and researchers involved in the broad areas of endocrinology and metabolism. The rapid advancements in the fields of medicine and biology present a particular challenge to keep abreast of growth in research disciplines.

**Frequency:** Quarterly

**2014 Impact Factor:** 4.892

**Electronic Circulation:** 54,130
Reviews in Endocrine and Metabolic Disorders

Founding Editor:
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Kevin C.J. Yuen, Seattle, WA, USA
## 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>
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</thead>
<tbody>
<tr>
<td>March</td>
<td>17:1</td>
<td>1/22/2016</td>
<td>1/22/2016</td>
<td>2/26/2016</td>
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<tr>
<td>September</td>
<td>17:3</td>
<td>7/22/2016</td>
<td>7/22/2016</td>
<td>8/26/2016</td>
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<tr>
<td>December</td>
<td>17:4</td>
<td>7/22/2016</td>
<td>7/22/2016</td>
<td>8/26/2016</td>
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</table>

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>
</tr>
</thead>
<tbody>
<tr>
<td>1 pg</td>
<td>$980</td>
<td>$920</td>
<td>$860</td>
<td>$830</td>
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<tr>
<td>1/2 pg</td>
<td>$650</td>
<td>$620</td>
<td>$580</td>
<td>$560</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>
<th>12 TIMES</th>
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</thead>
<tbody>
<tr>
<td>1 pg</td>
<td>$845</td>
<td>$800</td>
<td>$750</td>
<td>$720</td>
</tr>
<tr>
<td>1/2 pg</td>
<td>$575</td>
<td>$535</td>
<td>$500</td>
<td>$485</td>
</tr>
<tr>
<td>1/4 pg</td>
<td>$450</td>
<td>$415</td>
<td>$385</td>
<td>$340</td>
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</table>

## COLOR CHARGES

<table>
<thead>
<tr>
<th>Type</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>STANDARD</td>
<td>$315</td>
</tr>
<tr>
<td>MATCHED</td>
<td>$420</td>
</tr>
<tr>
<td>4-COLOR</td>
<td>$1000</td>
</tr>
</tbody>
</table>

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

## INSERTS

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page Insert</td>
<td>2x Earned B&amp;W Rate</td>
</tr>
<tr>
<td>4-Page Insert</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.

## 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
**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.

**TYPE OF BINDING:** Perfect

**HALFTONE:** 133

**PRINTING PROCESS:** web

**PAPER STOCK WITHIN JOURNAL:**
- Inside pages: 60 # white Sterling gloss.
- Covers: 10 point coated two sides.

**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:**
Reviews in Endocrine and Metabolic Disorders • The Sheridan Press • 450 Fame Avenue • Hanover, PA 17331
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Our Advertising team focuses on two online advertising options:

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

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E-mail: advertising@springer.com

Inserts should be sent to:
Reviews in Endocrine and Metabolic Disorders
The Sheridan Press
450 Fame Avenue
Hanover, PA 17331

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