# RATES CARD 2019

## 2019 ADVERTISING RATES - PRINT ($)

### 4-COLOR

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>$2,840</td>
<td>$2,613</td>
<td>$2,556</td>
<td>$2,442</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$2,330</td>
<td>$2,144</td>
<td>$2,097</td>
<td>$2,004</td>
</tr>
</tbody>
</table>

### PREMIUM POSITIONS

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Covers</td>
<td>$4,250</td>
<td>$3,910</td>
<td>$3,825</td>
<td>$3,655</td>
</tr>
<tr>
<td>TOC</td>
<td>$3,610</td>
<td>$3,321</td>
<td>$3,249</td>
<td>$3,105</td>
</tr>
</tbody>
</table>

### TITLES

For more information on advertising opportunities, contact your Account Manager or our Sales Operations Team. To explore marketing solutions and opportunities from Springer Nature, visit [partnerships.nature.com](http://partnerships.nature.com).

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