

Surgical Endoscopy

Official Journal of the Society of American Gastrointestinal

Official Journal of the Society of American Gastrointestinal and Endoscopic Surgeons (SAGES)

Official Journal European Association for Endoscopic Surgery (EAES)



2013 Media Information

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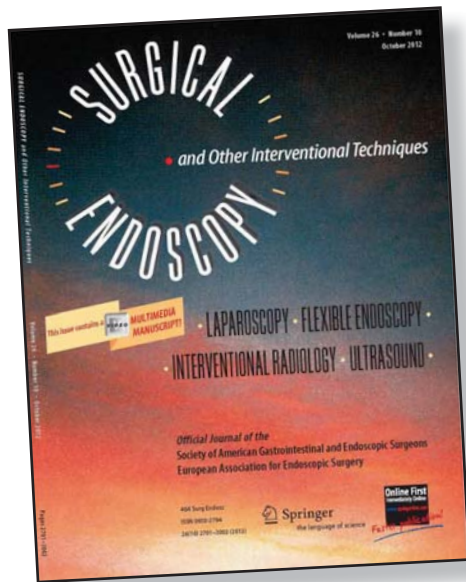
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Surgical Endoscopy represents the surgical aspects of interventional endoscopy, ultrasound, and other techniques in the fields of gastroenterology, obstetrics, gynecology and urology, as well as gastroenterologic, thoracic, traumatic, orthopedic and pediatric surgery. It is a worldwide forum for the description and discussion of various aspects of interventional endoscopy and ultrasound as integral elements of surgical practice. Interventional endoscopy and ultrasound have permitted decisive advances in surgery. The Journal serves the international surgical community for the transfer of information relating to practice, theory, and research in the various medical and surgical disciplines.

Surgical Endoscopy: A forum for discussion of interventional endoscopy and ultrasound as integral elements of surgical practice. Covers applications in gastroenterology, obstetrics, gynecology, and urology

Readership: The readership of *Surgical Endoscopy* consists primarily of general surgeons who are active in endoscopy, and in particular, laparoscopic and other minimal access procedures, including bariatric, colorectal, foregut and hepatobiliary procedures. (Source: Readership Survey conducted by Kaufman Wills, 2007)

Journal Established: 1986

Frequency: Monthly

2011 Impact factor: 4.013

Circulation: 8,500

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Societies and Affiliations

Official Journal of the Society of American Gastrointestinal
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EDITORIAL CALENDAR

Publishing Month	Volume/ Issue	Space Reservation	Material Due Date	Mail Date	Bonus Distribution
January	27:1	11/20/2012	11/20/2012	1/02/2013	
February	27:2	12/26/2012	12/26/2012	1/28/2013	
March	27:3	1/24/2013	1/24/2013	2/28/2013	Society of Surgical Oncology Society of American Gastrointestinal & Endoscopic Surgeons (SAGES)
April	27:4	2/21/2013	2/21/2013	3/28/2013	
May	27:5	3/22/2013	3/22/2013	4/26/2013	Digestive Disease Week /International Congress of the European Association for Endoscopic Surgery (EAES)
June	27:6	4/23/2013	4/23/2013	5/28/2013	
July	27:7	5/24/2013	5/24/2013	6/28/2013	
August	27:8	6/21/2013	6/21/2013	7/26/2013	
September	27:9	7/24/2013	7/24/2013	8/28/2013	
October	27:10	8/22/2013	8/22/2013	9/26/2013	American College of Surgeons
November	27:11	9/23/2013	9/23/2013	10/28/2013	
December	27:12	10/22/2013	10/22/2013	11/26/2013	

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.

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B&W RATES	1 TIME	3 TIMES	6 TIMES	12 TIMES	24 TIMES
1 pg	\$1785	\$1575	\$1460	\$1410	\$1275
1/2 pg	\$1125	\$995	\$890	\$815	\$750
1/4 pg	\$700	\$600	\$550	\$450	\$400

CLASSIFIED ADVERTISING RATES

B&W RATES	1 TIME	3 TIMES	6 TIMES	12 TIMES
1 pg	\$1430	\$1220	\$1190	\$1000
1/2 pg	\$990	\$800	\$790	\$700
1/4 pg	\$605	\$450	\$400	\$375

COLOR CHARGES

STANDARD	\$700
MATCHED	\$800
4-COLOR	\$1400

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.

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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.

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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:

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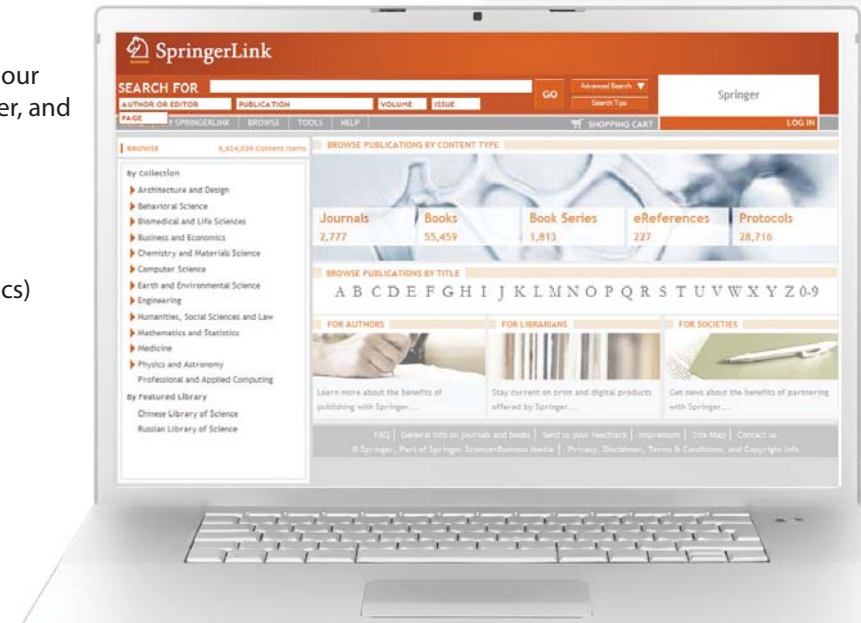
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- In 2011 SpringerLink.com had 122 million unique visitors and 228 million visits (Source: Google Analytics)
- The average click rate for banner ads placed on SpringerLink.com is .10 (Source: Google Analytics)
- SpringerLink hosts more than 1,700 scientific journals
- On average each journal reaches about 280 E-Toc Subscribers (Numbers may vary due to fluctuation and popularity of journal)





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CONTACT INFORMATION

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