2013 Media Information

As the world’s second-largest STM publisher, Springer serves the marketing and educational programs of many corporations. We publish more than 1,700 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
The Journal of Nuclear Cardiology is the only journal in the world devoted to this dynamic and growing subspecialty. Physicians and technologists value the journal not only for its peer-reviewed articles, but also for its timely discussions about the current and future role of nuclear cardiology. Original articles address all aspects of nuclear cardiology, including interpretation, diagnosis, imaging equipment, and use of radiopharmaceuticals. As the official publication of the American Society of Nuclear Cardiology, the journal also brings readers the latest information emerging from the Society’s task forces and publishes guidelines and position papers as they are adopted.

Readership: Cardiologists, nuclear medicine physicians, radiologists, other interested clinicians and investigators, and technologists.

Journal Established: 1994  
Frequency: Bimonthly  
2011 Impact factor: 2.668  
Circulation: 4,000
Journal of Nuclear Cardiology

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Charlottesville, VA

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M. Schwaiger, Germany
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R. Tailliefer, Canada
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A. Takakol, USA
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R. C. Thompson, USA
M. Travin, USA
J. E. Udelson, USA
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G. Vanzetto, France
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J. C. Wu, USA
B. L. Zaret, USA
J. Ziffer, USA

Societies and Affiliations
Official Journal of the American Society of Nuclear Cardiology
### 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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<tbody>
<tr>
<td>February</td>
<td>20:1</td>
<td>12/26/2012</td>
<td>12/26/2012</td>
<td>1/28/2013</td>
<td>American College of Cardiology</td>
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<td>April</td>
<td>20:2</td>
<td>2/21/2013</td>
<td>2/21/2013</td>
<td>3/28/2013</td>
<td>Society of Nuclear Medicine</td>
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<tr>
<td>August</td>
<td>20:1</td>
<td>6/21/2013</td>
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<td>7/26/2013</td>
<td>American Society of Nuclear Cardiology</td>
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<td>20:3</td>
<td>8/22/2013</td>
<td>8/22/2013</td>
<td>9/26/2013</td>
<td>Radiology Society of North America</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.
## Journal of Nuclear Cardiology

### 2013 Media Information

**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

**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

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### Inserts

<table>
<thead>
<tr>
<th></th>
<th>2-Page Insert</th>
<th>4-Page Insert</th>
<th>Larger Units</th>
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<tbody>
<tr>
<td>2x Earned B&amp;W Rate</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>4x Earned B&amp;E Rate</td>
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<tr>
<td># of pages x earned B&amp;W rate</td>
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<td></td>
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Full color charges also apply to fractional pages. Bleed: no charge.

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### Display Advertising Rates

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<th>B&amp;W Rates</th>
<th>1 Time</th>
<th>3 Times</th>
<th>6 Times</th>
<th>12 Times</th>
<th>24 Times</th>
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<td>$1670</td>
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<td>$1375</td>
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### Classified Advertising Rates

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<td>$1400</td>
<td>$1200</td>
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<tr>
<td>1/2 pg</td>
<td>$1150</td>
<td>$1050</td>
<td>$950</td>
<td>$900</td>
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<tr>
<td>1/4 pg</td>
<td>$750</td>
<td>$725</td>
<td>$700</td>
<td>$650</td>
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### Color Charges

<table>
<thead>
<tr>
<th>Color</th>
<th>Charge</th>
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<tr>
<td>Standard</td>
<td>$700</td>
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<tr>
<td>Matched</td>
<td>$950</td>
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<tr>
<td>4-Color</td>
<td>$1600</td>
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Full color charges also apply to fractional pages. Bleed: no charge.
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

<table>
<thead>
<tr>
<th>SIZING</th>
<th>WIDTH</th>
<th>DEPTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD SIZE IN INCHES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full page</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>1/2 page Vertical</td>
<td>3 1/4</td>
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</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:

Journal of Nuclear Cardiology, The Sheridan Press, 450 Fame Avenue, Hanover, PA 17331
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Our Advertising team focuses on two online advertising options:

**Banner Ads** - An embedded ad placed on our research site SpringerLink.com. **NEW** Positioning for 2013: 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.

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