Advertising Rates 2010
effective January 1st, 2010

Neuroradiology

— Official Journal of the European Society of Neuroradiology and the Japanese Neuroradiological Society
**Affiliation**
Official Journal of the European Society of Neuroradiology and the Japanese Neuroradiological Society

**Editor-in-Chief**
J. v. Byrne, Oxford

**Profile**
Neuroradiology reports up-to-date developments in the field of diagnosis and treatment of diseases of the central nervous system. Topics are all kinds of radiological subjects.

**Science Citation Index**
- Impact Factor 2.029 (2008)
- Section „Radiology, Nuclear Medicine & Medical Imaging“, Rank 43 of 90
- Section „Clinical Neurology“, Rank 80 of 156
- Section „Neuroimaging“, Rank 5 of 12

<table>
<thead>
<tr>
<th><strong>Publisher</strong></th>
<th>Springer-Verlag GmbH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advertising Dept.</strong></td>
<td>Science Communication/Advertising</td>
</tr>
<tr>
<td></td>
<td>Heidelberger Platz 3, 14197 Berlin, Germany</td>
</tr>
<tr>
<td></td>
<td>Phone +49 (0)30 / 827 87-53 00</td>
</tr>
<tr>
<td></td>
<td>Fax +49 (0)30 / 827 87-53 00</td>
</tr>
<tr>
<td><strong>Postal Address</strong></td>
<td>PO Box 1 4 02 01, 14302 Berlin, Germany</td>
</tr>
<tr>
<td><strong>Advertising Manager</strong></td>
<td>Noëla Krischer-Janka</td>
</tr>
<tr>
<td></td>
<td>Phone +49 (0)30 / 827 87-57 31</td>
</tr>
<tr>
<td></td>
<td>E-Mail <a href="mailto:noela.krischer@springer.com">noela.krischer@springer.com</a></td>
</tr>
</tbody>
</table>

| **Print-run** | 1,400 copies |
| **Subscription** | 1,098 copies |
| **Total circulation** | 1,300 copies |

**Published**
- monthly

**Closing dates for space and/or material**
on request

**Target group**
- Radiologists, Neurosurgeons, Neurologists

**Circulation**
- Europe 70.0 %
- USA/Canada 8.8 %
- Asia/Japan 18.5 %
- other countries 2.7 %

**Distribution**
paid subscription only

Reach Your Target Group! as at November 2010
### Neuroradiology
Rate Card No. 16 · Effective: January 1st, 2010

## Advertising Rates

<table>
<thead>
<tr>
<th>Journal size</th>
<th>210 mm wide x 279 mm deep</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bleed size</td>
<td>add 3mm to trim size to all sides</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad sizes and Rates</th>
<th>type area Width x Depth</th>
<th>trim size Width x Depth</th>
<th>rate b/w</th>
</tr>
</thead>
<tbody>
<tr>
<td>page facing 1st text page</td>
<td>175 x 240 mm</td>
<td>210 x 279 mm</td>
<td>€ 1,640.–</td>
</tr>
<tr>
<td>1st right-hand ad page</td>
<td>175 x 240 mm</td>
<td>210 x 279 mm</td>
<td>€ 1,640.–</td>
</tr>
<tr>
<td>4th cover</td>
<td>175 x 240 mm</td>
<td>210 x 279 mm</td>
<td>€ 1,900.–</td>
</tr>
<tr>
<td>2nd cover</td>
<td>175 x 240 mm</td>
<td>210 x 279 mm</td>
<td>€ 1,800.–</td>
</tr>
</tbody>
</table>

### Colour charges*)
- each standard colour € 395.–
- 4-colour-rate € 1,040.–
- each special colour € 590.–

(standard colours according to ISO 12647-2)

If the advertisement's format is ½ page or less, a 25% reduction in price is given.

### Printing method
- offset printing

### Printing material
- electronic data are preferred;
- for your information please see our „data-ticket“ on www.springer.com/advertising

### Classified ads
- 20 % reduction from standard rate

### Terms of payment
- Net 30 days after receipt of our invoice;
- 2 % cash discount if paid within 14 days of invoice date; 3 % cash discount if paid in advance of publication.

### Remittance to
- **Springer-Verlag GmbH**
  - Deutsche Bank AG, Berlin
  - A/C No. 021 61 76 (Bank Code No. 100 700 00)
  - IBAN: DE41 1007 0000 0021 6176 00
  - BIC: DEUTDEBB
  - HypoVereinsbank Heidelberg
  - A/C No. 140 59 00 (Bank Code No. 672 202 86)
  - IBAN: DE73 6722 0286 0001 4059 00
  - BIC: HYVEDEMM479

---

1 inch = 25.4 mm/10 mm = 0.3937 inch

*) not subject to any discount
SpringerLink is one of the world's leading databases for high-quality STM journals, book series, books and reference works. SpringerLink is a powerful central access point for academics, researchers and scientists.

Page Impressions
Over 3 million daily!
Page impressions for specific subject codes or journals on request.

Target group
Academics worldwide

Targeting
SpringerLink offers a variety of targeting options to improve the targeting of your message:

» **Subject area** – the subject areas are subdivided into 3 levels, from level 1 covering a broad spectrum to level 3 covering a very specific subject

» **Journal/Book** – the message will only appear to the readers of a particular journal or book

» **Demographic** – allows to target only readers in particular geographic regions

Linked to a URL of your choice!

<table>
<thead>
<tr>
<th>Cost Per Thousand</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Level 1</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(e.g. Medicine)</td>
<td>cost per thousand €</td>
<td>35,–</td>
</tr>
<tr>
<td><strong>Level 2</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(e.g. Internal Medicine)</td>
<td>cost per thousand €</td>
<td>55,–</td>
</tr>
<tr>
<td><strong>Level 3</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(e.g. Diabetes)</td>
<td>cost per thousand €</td>
<td>75,–</td>
</tr>
<tr>
<td><strong>Specific Journal</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(e.g. Diabetologia)</td>
<td>cost per thousand €</td>
<td>75,–</td>
</tr>
</tbody>
</table>

Placement
On all abstract pages (for journals also on the table of content). Only one advert per page.

Online Ad Format
Size and format on request

Advertising Manager
Raina Chandler
Phone  +49 (0) 6221 / 487-84 43
Fax  +49 (0) 6221 / 487-87 62
E-Mail raina.chandler@springer.com