

PUBLISHING DIGITAL AND PRINT JOURNAL ADVERTISING



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SOCIETY JOURNALS

As the trusted information source for the members of our nursing, behavioral science, and psychology societies, Springer Publishing can help connect your message with the right professional audience.

NURSING

- Lamaze International
- Academy of Neonatal Nursing
- Creative Health Care Management
- United States Lactation Consultant Association
- The American Association for the History of Nursing

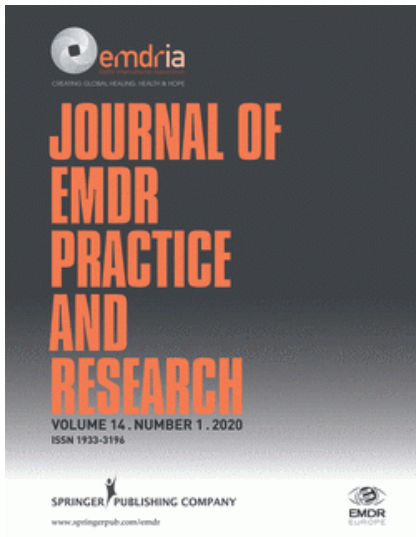
BEHAVIORAL SCIENCES/PSYCHOLOGY

- International Association for Cognitive Education and Psychology
- Association for Financial Counseling and Planning Education
- International Society for Ethical Psychology and Psychiatry
- Association of Domestic Violence Intervention Program
- National Council on Rehabilitation Education
- EMDR International Association

TARGET AN ENGAGED AUDIENCE OF SPECIALISTS

Reach an engaged audience of targeted specialists dedicated to covering the latest research in nursing, psychology, therapy, counseling, and social work. Choose from print, online, and/or email campaigns to connect with our audience of **318,000+ professionals.**





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JOURNAL OF EMDR PRACTICE AND RESEARCH ADVERTISING FACT SHEET

GENERAL INFORMATION

ISSUANCE

Frequency: Quarterly
 Binding: Saddle
 Mailing Class: Presorted Standard, mailed in polybag
 Total Circulation: US: 10,000+ (6,000 print and 4,000 online)
 EU/ROW: 10,000+ online

AFFILIATED

EMDR International Association

SUBSCRIPTION RATES

Individuals: USA: \$164 ROW: \$220
 Institutions: USA: \$451 ROW: \$502

EDITORIAL FOCUS

Articles focus on integrative, state-of-the-art information about Eye Movement Desensitization and Reprocessing. The journal publishes experimental studies, theoretical reviews, and practical clinical articles with insights from expert clinicians.

READERSHIP

Readers include psychologists, social workers, counselors and other allied health practitioners.

STAFF

Editor-in-Chief: Louise Maxfield, PhD, CPsych

ADVERTISING INFORMATION

RATES

General Advertising Rates (Black & White)

Frequency	Full Page	1/2 Page	1/4 Page
1 Time	\$1450	\$1125	\$775
2 Times	\$1325	\$1085	\$725
4 Times	\$1150	\$915	\$685
8 Times	\$1075		

Color Rates (additional charge per page)

4 Color: \$2500

COVERS AND SPECIAL POSITIONING (NON-CANCELLABLE)

Cover 2: B&W rate plus 35%, add color charge
 Cover 3: B&W rate plus 25%, add color charge
 Cover 4: B&W rate plus 50%, add color charge
 Rates available upon request for unusual positioning.

CLOSING DATES

IssueDate (Number)	Space Reservations	Ad Materials
February 15, (1)	11/19	12/19
May 15, (2)	2/20	3/20
August 15, (3)	5/20	6/20
November 15, (4)	8/20	9/20

Insertion orders must be received 3 weeks prior to closing.
 Cancellations are accepted 15 days prior to closing.

EARNED RATES

Earned rates are calculated based upon accumulated space in a 12-month period. Upon request, parent company and subsidiaries are combined for the accounting of the earned rate.

AD SIZE

Final Trim Size: 8 1/2" x 11"

	<u>Width</u>	<u>Depth</u>
One page, full bleed:	9"	11 1/2"
One page, no bleed:	6 7/8"	9 5/8"
Half page (1 column):	3 1/4"	9 5/8"
Half page (wide):	6 7/8"	4 3/4"
Quarter page:	3 1/4"	4 3/4"

Live matter should be kept to a minimum of 1/2" from gutter and trimmed edges.

e-TOC ALERT ADVERTISING RATES

	<u>1 Issue</u>	<u>3 Issues</u>	<u>6 Issues</u>
Leaderboard	\$1,250	\$1,100	\$1,000
Footer	\$750	\$700	\$650

MECHANICAL REQUIREMENTS

<u>Size</u>	<u>Width</u>	<u>Height</u>
Leaderboard	468 px	60 px
Footer	468 px	60 px

Ad materials should be e-mailed to gplowman@springerpub.com, maintaining the following guidelines.

- GIF, JPG, or Flash files
- Maximum file size: 60k

AD SUBMISSION FORMAT

All advertising should be submitted as a PDF file in either grayscale or CMYK color mode. Files should embed all fonts and any included halftones should 300 ppi or higher.

INSERTS

2-page insert: 2 times earned B&W rate
4-page insert: 4 times earned B&W rate
Standard business reply card: at earned B&W rate
Larger business reply card: 2 times earned B&W rate
Larger inserts rates upon request
Outserts, within polybag: rates available on request

SERVICES TO ADVERTISERS

Editorial reprints: the publisher supplies all reprints.
Mailing list: the publisher supplies all mailing lists.

REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING

Insertion instructions shall include—name of the journal, name and address of the advertiser, date(s) to be inserted, size of advertisement, identification of advertisement along with a proof, and special instructions for placement, bleeds, color, etc.

Advertisements are subject to approval by the publisher. The advertiser and agency agree to indemnify and hold the publisher harmless from all liability and expense arising from claims or actions as a result of the content of the advertisement. The publisher reserves the right to reject or discontinue any advertising; such right not to be deemed waived by acceptance or prior use of any advertising. The publisher's liability for errors shall not exceed the charge for the insertion of the advertisement. If change of copy is not received prior to closing, the last copy run in a previous issue will be inserted.

SUBMISSION

For insertion orders, instructions, and the submission of advertisements contact:

Phoebe Bull, Advertising Manager

P: (646) 838-1427 | E: pbull@springerpub.com