



SPRINGER PUBLISHING COMPANY

11 W. 42nd Street
New York, NY 10036-8002

P: 212-431-4370

F: 212-941-7842

www.springerpub.com

JOURNAL OF EMDR PRACTICE AND RESEARCH ADVERTISING FACT SHEET 2012

GENERAL INFORMATION

ISSUANCE

Frequency: Quarterly
Binding: Saddle
Mailing Class: Presorted Standard, mailed in polybag
Total Circulation: 4500

AFFILIATED:

EMDR International Association

SUBSCRIPTION RATES

Individuals: USA: \$110 ROW: \$150
Institutions: USA: \$320 ROW: \$360

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)	11/15	12/15
May 15, (2)	2/15	3/15
August 15, (3)	5/15	6/15
November 15, (4)	8/15	9/15

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.



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AD SIZE

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

	Width	Depth
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.

COMPOSITION CHARGES

1 page:	\$460
1/2 page:	\$300
1/4 page:	\$175

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.

ADDRESS FOR MAILING AND SHIPPING

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

James Costello
Springer Publishing Company, LLC
11 West 42nd Street, 15th Floor
New York, New York 10036-8002
Tel 212-431-4370 ext 208
Fax 212-941-7842
E-mail: jcostello@springerpub.com
Web: www.springerpub.com/jemdr

For inserts, samples must be sent to the above address and the bulk of inserts forwarded to:

Allen Press
ATTN: David Emerson
810 East 10th St
Lawrence KS 66044
demerson@allenpress.com