

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 COGNITIVE
EDUCATION AND PSYCHOLOGY
ADVERTISING FACT SHEET 2012**

GENERAL INFORMATION

ISSUANCE

Frequency: Three issues per year
Binding: Perfect
Mailing Class: Presorted Standard, mailed in polybag
Total Circulation: 500

ESTABLISHED

2000

AFFILIATED

International Association for Cognitive Education and Psychology

SUBSCRIPTION RATES

Print

Individual	USA: \$85	ROW: \$115
Institutional	USA: \$230	ROW: \$260

EDITORIAL FOCUS

The journal publishes in-depth articles on theory and empirical research as well as current practice and effectiveness of cognitive assessment, cognitive rehabilitation, cognitive education, and psychology around the world.

READERSHIP

Readers include those in education, cognitive psychology, special education, adult education, educational psychology, school psychology, speech and language, and public policy.

STAFF

Editor-in-Chief:
Marco Hessels, PhD

ADVERTISING INFORMATION

RATES

General Advertising Rates (Black & White)

Frequency	Full Page	1/2 Page
1 Time	\$415	\$325
2 Times	\$350	\$285
3 Times	\$310	\$215

Color Rates (additional charge per page)

4 Color: \$2100

**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
June 15, (2)	3/15	4/15
October 15, (3)	7/15	8/15

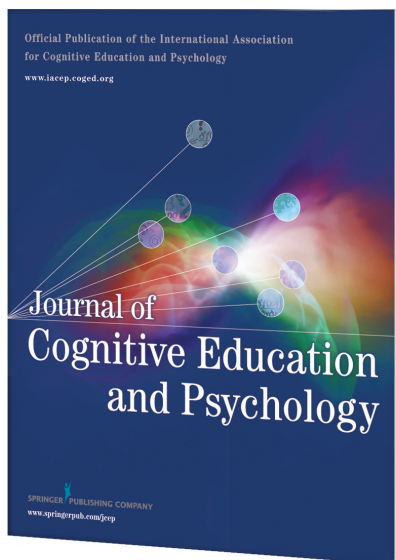
Insertion orders must be received 3 weeks prior to closing.
Cancellations are accepted 15 days prior to closing.

AGENCY COMMISSION

Agency Commission is 10%. Color charges, position charges, and insert charges are commissionable. All other extra charges are non-commissionable.

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: 6 3/4" x 10"

	Width	Depth
One page, full bleed:	7"	10 1/4"
One page, no bleed:	5 1/4"	8 1/2"
Half page (wide):	5 1/4"	4 3/8"

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

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

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.

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:

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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/jcep

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

Odyssey Press Inc.
ATTN: Karen McCarthy
22 Nadeau Dr
PO Box 7307
Gonic NH 03839-7307
karen@odysseypress.com