



HAND

Official Journal of the American Association for Hand Surgery

ADVERTISING RATES

B&W Rates:	1 TIME	3 TIMES	6 TIMES	12 TIMES	24 TIMES
1 pg	\$1210	\$1100	\$1050	\$1000	\$975
1/2 pg	\$950	\$900	\$860	\$815	\$800
1/4 pg	\$740	\$640	\$675	\$630	\$605

CLASSIFIED RATES

1 pg	\$990	\$950	\$900	\$865
1/2 pg	\$805	\$795	\$750	\$710
1/4 pg	\$620	\$605	\$580	\$550

COLOR CHARGES

	Standard	Matched	4-Color
	\$350	\$495	\$800

Full color charges also apply to fractional pages.

Bleed: no charge.

ONLINE ADVERTISING

Please contact your sales representative, or one of the following for more information about online advertising opportunities.

Scott L. Marshall
Senior Advertising Sales Manager
(212) 460-1546
scott.marshall@springer.com

INSERTS

2-Page Insert	2 X earned b&w rate
4-Page Insert	4 X earned b&w rate
Larger Units	# of pages X earned b&w rate

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

- Premium over earned b/w page rate. Non-cancelable.
- Premium positioning not guaranteed with insert.
- Please consult with your sales representative for availability of all positions.

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.

MECHANICAL REQUIREMENTS

Ad sizes in Inches	Width	Depth
Full Page	7	10
1/2 Page Vertical	3 1/4	10
1/2 Page Horizontal	7	5
1/4 Page	3 1/4	5
2-Page Spread	15	10

Bleed : Plate size: 8 1/2" X 11 1/4".

Trim size: 8 1/4" X 11".

- Keep live matter at least 1/4" from all sides.
- On 2-Page spread 1/8" on the outside and 1/4" in the gutter will trim off.

Paper stock within journal:

- Inside pages: 60 # white Sterling gloss.
- Covers: 10 point coated two sides.

Type of Binding: Perfect

Halftone: 133

Printing Process: web

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 1/2" X 11 1/4".

Four-page insert: 17" X 11 1/4" (before folding). Keep live matter 1/4" from trim.

Stock weight: Maximum 80 # gloss.

Quantity: Amount from "total circulation" plus 10% "additional". It is recommended that the advertiser contact Corporate Advertising, however, in case an issue has a larger print run.

Closing date: Same as ad closing date.

PRODUCTION REQUIREMENTS

Electronic file format: PDF, JIFF, or TIFF format.

REPRESENTED

Cheryl D. Matthews
Office Manager to: Michael W. Neumeister, MD
SIU School of Medicine
Division of Plastic Surgery
P.O. Box 19653
Springfield, IL 62794
(217) 545-7018



HANd

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CLOSING DATES

Issue	Closing date
March	January 23, 2012
June	April 24, 2012
September	July 23, 2012
December	October 23, 2012

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.

ADDRESSES

Advertising Material with color prints should be sent to:

Springer Corporate Sales
Attn: Advertising Sales Coordinator
233 Spring St., 6th Floor
New York, NY 10013
Tel: (212) 460-1642
Fax: (212) 620-8442
E-mail: advertising@springer.com

Inserts should be sent to:

HANd
The Sheridan Press
450 Fame Avenue
Hanover, PA 17331

Contracts and Patch Orders should be sent to:

Cheryl D. Matthews
Office Manager to: Michael W. Neumeister, MD
SIU School of Medicine
Division of Plastic Surgery
P.O. Box 19653
Springfield, IL 62794
(217) 545-7018

BONUS DISTRIBUTION CALENDAR

Issue	Meeting	Deadline
March	American Academy of Orthopedic Surgery	1/22/12
September	American College of Surgeons	7/22/12
December	American Association for Hand Surgery	10/23/12

Please contact Springer Advertising for more information on possible Bonus Distribution

CIRCULATION AND DEMOGRAPHICS

Circulation: 900

Readership: Hand surgeons, orthopedic surgeons, plastic surgeons, general surgeons, microsurgeons, hand therapists, nurses, and researchers specializing in hand, wrist, peripheral nerve and carpal tunnel surgery.

GENERAL INFORMATION

Frequency: Quarterly

Established: 2006

HANd is the official journal of the American Association for Hand Surgery and is a peer-reviewed journal featuring articles written by clinicians worldwide presenting current research and clinical work in the field of hand surgery. Articles focus on all aspects of hand and upper extremity surgery as well as post operative care and rehabilitation. In addition to original research, the journal publishes review articles, brief communications and book reviews.

Editor-in-Chief: Michael Neumeister, M.D.,
Springfield, IL, USA

Acceptance Policy: The Publisher reserves the right to review and reject any advertising submitted to the journal which it deems inappropriate for editorial content.

SUBSCRIPTION INFORMATION

Volume: 7, 2012
Institutional rate: \$573
To subscribe, please call 1-800-777-4643.

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