



# Obesity Surgery

**RATE CARD 2010**

## Including Laparoscopy & Allied Care

Official Journal of the International Federation for the Surgery of Obesity and metabolic disorders

### ADVERTISING RATES

B&W Rates:	1 TIME	3 TIMES	6 TIMES	12 TIMES	24 TIMES
1 pg	\$780	\$757	\$741	\$725	\$702
1/2 pg	\$500	\$485	\$475	\$465	\$450
1/4 pg	\$315	\$306	\$299	\$293	\$284

### CLASSIFIED RATES

1 pg	\$702	\$681	\$667	\$653
1/2 pg	\$450	\$437	\$428	\$419
1/4 pg	\$284	\$275	\$269	\$264

### COLOR CHARGES

	Standard	Matched	4-Color
	\$300	\$600	\$900

**Full color charges also apply to fractional pages.**

**Bleed:** no charge.

### ONLINE ADVERTISING

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

Scott L. Marshall  
Senior Advertising Sales Manager  
(212) 620-8405  
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

FD Communications  
Frances Deitel, MA, DIP:T & RP  
39 Bassano Road  
Toronto, ON M2N 2J9  
Canada  
Tel: 416-224-5055  
Fax: 416-224-5455  
E-mail: fdeitel@rogers.com



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### CLOSING DATES

Issue	Closing date
January	November 23, 2009
February	December 24, 2009
March	January 22, 2010
April	February 19, 2010
May	March 22, 2010
June	April 26, 2010
July	May 24, 2010
August	June 21, 2010
September	July 26, 2010
October	August 23, 2010
November	September 20, 2010
December	October 25, 2010

**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 for 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](mailto:advertising@springer.com)

#### **Inserts should be sent to:**

*Obesity Surgery*  
The Sheridan Press  
450 Fame Avenue  
Hanover, PA 17331

#### **Contracts and Insertion Orders should be sent to:**

FD Communications  
Frances Deitel, MA, DIPT & RP  
39 Bassano Road  
Toronto, ON M2N 2J9  
Canada  
Tel: 416-224-5055  
Fax: 416-224-5455  
E-mail: [fdeitel@rogers.com](mailto:fdeitel@rogers.com)

### BONUS DISTRIBUTION CALENDAR

Issue	Meeting	Deadline
April	Society of American Gastrointestinal and Endoscopic Surgeons (SAGES)	2/19/10
April	Digestive Disease Week	2/19/10
June	European Association for Endoscopic Surgery (EAES)	4/26/10
June	American Society for Metabolic and Bariatric Surgery (ASMBS)	4/26/10
August	International Federation for the Surgery of Obesity and metabolic disorders (IFSO)	6/21/10
September	American College of Surgeons	7/26/10

Please contact Springer Advertising for more information on possible Bonus Distribution

### CIRCULATION AND DEMOGRAPHICS

**Circulation:** 1,900

**Readership:** For *Obesity Surgery* includes surgeons performing obesity surgery: general surgeons and surgical residents, plastic surgeons, endoscopists, dietitians, psychiatrists, internists including endocrinologists and diabetologists, nutritional scientists, and those dealing with eating disorders.

**Impact factor:** 2.852

### GENERAL INFORMATION

**Frequency:** Monthly

**Established:** 1991

**Description:** *Obesity Surgery*, the peer-reviewed scientific journal for bariatric surgeons, provides an international interdisciplinary forum for communicating the latest research, surgical and laparoscopic techniques, for treatment of massive obesity. Topics covered include original research, reviews, technical innovations, guidelines, case reports, letters to the editor, medicolegal issues, invited commentaries, scholarly presentations, meeting abstracts, and alerts on the latest equipment.

**Editors-in-Chief:** Henry Buchwald, M.D. and Nicola Scopinaro, M.D., FACS (Hon)

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

### SUBSCRIPTION INFORMATION

**Volume:** 20, 2010

Institutional rate: \$927

To subscribe, please call 1-800-777-4643.