

# SEMINARS IN LIVER DISEASE

PUBLISHED BY THIEME



## 2012 RATES AND DATA

### ADVERTISING REPRESENTATIVES

CUNNINGHAM ASSOCIATES

180 OLD TAPPAN ROAD

OLD TAPPAN, NJ 07675

Tel: (201) 767-4170 • Fax: (201) 767-8065

E-Mail: jpattis@cunnasso.com

#### 1. ISSUANCE:

- Frequency: Quarterly.
- Issue Date: February, May, August, November.
- Mailing Date: 1st week of publication month.

#### 2. ESTABLISHED:

1981.

#### 3. U.S. SUBSCRIPTION RATES:

- Physicians: \$179.00 per year.
- Institutions: \$495.00 per year.
- Resident Rate: \$99.00.

#### 4. EDITORIAL CONTENT:

Each issue presents review articles focusing on a single topic concerning clinical advances in the field of liver disease. CME is offered.

#### 5. REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:

All new advertising must be approved. Please send duplicate proofs to publisher.

#### 6. POLICY ON PLACEMENT OF ADVERTISING:

Advertising precedes and follows editorial section.

#### 7. EDITORIAL-ADVERTISING RATIO:

90% editorial - 10% advertising.

#### 8. SERVICES TO ADVERTISERS:

Editorial reprints, bulk journal purchases and supplements are available. Contact Cunningham Associates for details.

#### 9. STAFF:

Publisher: Thieme

333 Seventh Avenue

New York, NY 10001

(212) 760-0888

Editor-in-Chief: Paul D. Berk, M.D.

Div. of Gastroenterology

Columbia University Medical Center

630 W. 168th Street

Box 83, BB912

New York, NY 10032

Production Manager: David Stewart

Advertising: James G. Pattis

James C. Cunningham

#### 10. CIRCULATION:

2,485.

#### 11. CIRCULATION VERIFICATION:

Publisher's sworn statement.

#### 12. COVERAGE AND MARKET:

- Coverage: National and International.
- Market Served: Hepatologists and Gastroenterologists.

#### 13. CLOSING DATES:

- Insertion Orders - Due 45 days prior to month of publication.
- Film, Mechanicals, Inserts - Due 45 days prior to month of publication.
- Publisher's Set Copy - Due 2 months prior to month of publication, billed at cost.
- Cancellations - Are not accepted after closing date.
- Extensions - Please contact advertising representative.

#### 14. AGENCY COMMISSION:

15% of gross billing on space, color and preferred positions.

#### 15. BLACK AND WHITE RATES:

|          | <u>1X</u> | <u>4X</u> | <u>8X</u> | <u>12X</u> |
|----------|-----------|-----------|-----------|------------|
| One Page | \$1,150.  | \$1,055.  | \$1005.   | \$960.     |
| 1/2 Page | \$790.    | \$715.    | \$690.    | \$635.     |
| 1/4 Page | \$615.    | \$545.    | \$490.    | \$460.     |

#### 16. EARNED RATES:

Based on number of insertions per calendar year. Space purchased by parent companies and subsidiaries is combined for accounting of earned rate.

**17. COLOR RATES:**

- a. Standard Color Rate: \$645 per full or fractional page.
- b. Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
- c. Matched Color: \$670. per full or fractional page.
- d. 4-Color Rate: \$1,390. per full or fractional page.
- e. Color charges are in addition to earned black and white rates.

**18. BLEED:**

No charge.

**19. INSERTS:**

- a. Two Page Insert (One Leaf) - 3 times earned black and white rate.
- b. Four Page Insert - 5 times earned black and white rate.
- c. All inserts must be submitted to publisher for approval of stock and design, and other mechanical specifications.

**20. COVER AND PREFERRED POSITIONS:**

On a four-time basis only.

- a. Fourth Cover - 50%.
- b. Second Cover - 35%.
- c. Table of Contents - 25%.
- d. Page Facing 2nd Cover, Facing 1st Text - 20%.

**21. MISCELLANEOUS:**

Rate Protective Clause: Proper notification will be given of any rate changes, and contracts may be cancelled at the time the change in rate becomes effective without incurring a short-rate adjustment, provided the contract rate has been earned up to the date of cancellation.

**22. MECHANICAL REQUIREMENTS:**

- a. Non-Bleed Sizes

|                       | Width | Height |
|-----------------------|-------|--------|
| Spread (2 Fac. Pages) | 14    | 10     |
| Full Page             | 7     | 10     |
| 1/2 Page (Horiz.)     | 7     | 5      |
| 1/2 Page (Vert.)      | 3 1/2 | 10     |
| 1/4 Page              | 3 1/2 | 5      |

- b. Bleed Sizes

|                       | Width  | Height |
|-----------------------|--------|--------|
| Spread (2 Fac. Pages) | 16 6/8 | 11 1/8 |
| Full Page             | 8 3/8  | 11 1/8 |
| 1/2 Page (Horiz.)     | 8 3/8  | 5 1/2  |
| 1/2 Page (Vert.)      | 4 1/8  | 11 1/8 |
| 1/4 Page              | 4 1/8  | 5 1/2  |

Trim Size - 8 1/8 x 10 7/8.

- c. Insert Sizes

Size 2 Page - 8 3/8 x 11 1/8. Trims to 8 1/8 x 10 7/8.

Size 4 Page - 16 3/4 x 11 1/8.

**23. PAPER STOCK:**

- a. Covers - 10 point coated one side.
- b. Body - 60 lb. gloss coated.
- c. Insert Stock Weight - 80 lb. coated or 70 lb. uncoated.

**24. BINDING:**

Perfect Binding.

**25. HALFTONE SCREEN:**

133 for text and covers.

**26. REPRODUCTION REQUIREMENTS:**

- a. Digital art submission required. Follow the instructions at [http://dx.sheridan.com/guidelines/digital\\_ads.html](http://dx.sheridan.com/guidelines/digital_ads.html)
- b. If film is supplied, it will be converted to a digital file using copydot technology and your proof will be used for matching on press. **The conversion will be billed at cost, non-commissionable.** For film AAAA/MPA/ABP standards apply. Supply negatives, right-reading, emulsion side down. Each piece of film should have color identified at top center and trim and register marks on all sides. Provide 2 proofs.
- c. If finished artwork is provided, the publisher can set type, scan artwork, and make proofs. **This is billed at cost and is non-commissionable.**

**27. CLOSING DATES:**

- a. Complete Film, Mechanicals and Inserts - Due 5 weeks prior to month of publication.
- b. Insertion Orders - Due 5 weeks prior to month of publication.
- c. Publisher's Set Copy - Due 2 months prior to month of publication.
- d. Extensions on Above - Please contact advertising representative.

**28. DISPOSITION OF MATERIAL:**

Material will be held for one year from last issue used and then destroyed, unless otherwise indicated.

**29. SHIPPING INSTRUCTIONS:**

- a. Contracts and Insertion Orders:  
Jim Pattis  
CUNNINGHAM ASSOCIATES  
180 Old Tappan Road  
Old Tappan, NJ 07675
- b. Mechanicals and Negatives:  
David Stewart, Production Manager  
THIEME  
333 Seventh Avenue  
New York, NY 10001
- c. Inserts:  
Neil Myers  
SHERIDAN PRESS  
Seminars in Liver Disease  
450 Fame Avenue  
Hanover, PA 17331