

# SEMINARS IN THROMBOSIS AND HEMOSTASIS

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: kdunn@cunnasso.com

#### 1. ISSUANCE:

- Frequency: 8 times a year.
- Issue Date: February, March, April, June, July, September, October, November.
- Mailing Date: 1st week of publication month.

#### 2. ESTABLISHED:

January 1984.

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

- Physicians: \$250.00 per year.
- Institutions: \$654.00 per year.
- Resident Rate: \$106.00.

#### 4. EDITORIAL CONTENT:

Each issue presents review articles focusing on a single topic concerning clinical and technical advances in the field of hematology.

#### 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: Professor Eberhard F. Mammen, M.D.  
Wayne State University  
School of Medicine  
Detroit, MI 49854

Production Editor: Xenia Golovchenko

Advertising: Kevin Dunn

James C. Cunningham

#### 10. CIRCULATION:

1,265.

#### 11. CIRCULATION VERIFICATION:

Publisher's sworn statement.

#### 12. COVERAGE AND MARKET:

- Coverage: National and International.
- Market Served: Hematologists.

#### 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>	<u>24X</u>
One Page	\$1,325.	\$1,225.	\$1,165.	\$1,080.	\$1,030.
1/2 Page	\$925.	\$835.	\$800.	\$730.	\$685.
1/4 Page	\$705.	\$595.	\$570.	\$540.	\$490.

#### 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: \$625. per full or fractional page.
- b. Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
- c. Matched Color: \$700. per full or fractional page.
- d. 4-Color Rate: \$1,470. 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 an eight-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 two sides.
- 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:  
Kevin Dunn  
CUNNINGHAM ASSOCIATES  
180 Old Tappan Road  
Old Tappan, NJ 07675
- b. Mechanicals and Negatives:  
Xenia Golovchenko, Production Editor  
THIEME  
333 Seventh Avenue  
New York, NY 10001
- c. Inserts:  
Neil Myers  
SHERIDAN PRESS  
Seminars in Thrombosis and Hemostasis  
450 Fame Avenue  
Hanover, PA 17331