

JOURNAL OF KNEE SURGERY

Published by Thieme Publishers

1 ISSUANCE

- a. **Frequency:** Quarterly
- b. **Issue Date:** March, June, September, December
- c. **Mailing Date:** 1st week of publication month.

2 ESTABLISHED

1988

3 U.S. SUBSCRIPTION RATES

- a. **Individuals:** \$161.00 per year.
- b. **Institutions:** \$375.00 per year.

4 EDITORIAL CONTENT

Is devoted to providing a forum in the field where information is readily available to practicing Knee Surgeons.

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 Sergio Cardoso for details.

9 STAFF

Publisher

Thieme
333 Seventh Avenue
New York, NY 10001
(212) 760-0888

Editor-in-Chief

James P. Stannard, MD
J Vernon Luck Distinguished Professor
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MC213 McHaney Hall
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Columbia, MO 65212

Production Editor: David Stewart

Advertising: Sergio Cardoso

10 CIRCULATION: 850

11 CIRCULATION VERIFICATION

Publisher's sworn statement.

12 COVERAGE AND MARKET

- a. **Coverage:** National and International.
- b. **Market Served:** Arthroscopy, Arthroplasty, Sports Medicine, Imaging, and Reconstructive Surgery.

13 CLOSING DATES

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

14 BLACK AND WHITE RATES

	1X	4X	8X	16X
One Page	\$1,051	\$989	\$948	\$907
1/2 Page	\$641	\$589	\$544	\$527
1/4 Page	\$312	\$295	\$283	\$272

15 EARNED RATES

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

16 COLOR RATES

- a. **Standard Color Rate:** \$628. per full or fractional page.
- b. **Standard AAAA Colors:** Red, Green, Blue, Yellow and Orange.
- c. **Matched Color:** \$644. per full or fractional page.
- d. **4-Color Rate:** \$1,277. per full or fractional page.
- e. Color charges are in addition to earned black and white rates.

17 BLEED

No charge.

18 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.

19 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%.

20 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.

21 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 ½	10
1/4 Page	3 ½	5

b. Bleed Sizes

	Width	Height
Spread (2 Fac. Pages)	16 ⅝	11 ⅛
Full Page	8 ⅝	11 ⅛
1/2 Page (Horiz.)	8 ⅝	5 ½
1/2 Page (Vert.)	4 ⅛	11 ⅛
1/4 Page	4 ⅛	5 ½
Trim Size	8 ⅝	10 ⅞

c. Insert Sizes

	Page	Trims to
Size 2	8 ⅝ x 11 ⅛	8 ⅛ x 10 ⅞.
Size 4	16 ¾ x 11 ⅛	

22 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.

23 BINDING

Perfect Binding.

24 HALFTONE SCREEN

133 for text and covers.

25 REPRODUCTION REQUIREMENTS

- a. Digital art submission required. Follow the instructions at 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.

26 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.

27 DISPOSITION OF MATERIAL

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

28 SHIPPING INSTRUCTIONS

- a. **Contracts and Insertion Orders**
Sergio Cardoso, Journals Coordinator
THIEME
333 Seventh Avenue.
New York, NY 10001
sergio.cardoso@thieme.com
- b. **Mechanicals and Negatives**
David Stewart, Production Editor
THIEME
333 Seventh Avenue.
New York, NY 10001
- c. **Inserts**
Neil Myers
THE SHERIDAN PRESS
The Journal of Knee Surgery
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Hanover, PA 17331