

CLINICS IN COLON AND RECTAL SURGERY

PUBLISHED BY THIEME



2008 RATES AND DATA

ADVERTISING REPRESENTATIVES

CUNNINGHAM ASSOCIATES
180 OLD TAPPAN ROAD
OLD TAPPAN, NJ 07675
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E-Mail: jpattis@cunnasso.com

Production Editor: Anita Kaufman
Advertising: James C. Cunningham
James G. Pattis

1. ISSUANCE:

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

2. ESTABLISHED:

1987; New Format: 2001 (formerly "Perspectives in Colon & Rectal Surgery.")

3. U.S. SUBSCRIPTION RATES:

- Individual: \$178.00 per year.
- Institutions: \$398.00 per year.
- Resident Rate: \$99.00.

4. EDITORIAL CONTENT:

Publishes quality, timely, topic focused, comprehensive articles related to Colon and Rectal Surgery. Articles are relevant to clinical practice, research, and education of physicians interested in diseases of the small bowel, colon, rectum and anus, providing a forum for discussion of controversial or innovative issues and techniques.

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: David Beck, MD, FACS,
Chairman,
Dept. of Colon & Rectal Surgery
Ochsner Clinic Foundation
1514 Jefferson Highway
New Orleans, LA 70121

10. CIRCULATION:

695.

11. CIRCULATION VERIFICATION:

Publisher's sworn statement.

12. COVERAGE AND MARKET:

- Coverage: National and International.
- Market Served: Colon and Rectal Surgeons, General Surgeons, Residents.

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	\$865.	\$810.	\$775.	\$740.
1/2 Page	\$525.	\$480.	\$445.	\$430.
1/4 Page	\$250.	\$240.	\$230.	\$220.

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:

- Standard Color Rate: \$550. per full or fractional page.
- Standard AAAA colors: Red, Green, Blue, Yellow and Orange.
- Matched Color: \$575. per full or fractional page.
- 4-Color Rate: \$1,175. per full or fractional page.
- 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.

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
- 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:
James G. Pattis
CUNNINGHAM ASSOCIATES
180 Old Tappan Road
Old Tappan, NJ 07675
- b. Mechanicals and Negatives:
Anita Kaufman, Production Editor
THIEME
333 Seventh Avenue.
New York, NY 10001
- c. Inserts:
Neil Myers
THE SHERIDAN PRESS
Clinics in Colon and Rectal Surgery
450 Fame Avenue
Hanover, PA 17331