



2008 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: jcunningham@cunnasso.com

1. ISSUANCE:

- Frequency: 10 times a year
- Issue Date: January, February, March, April, May, June, August, September, October, November
- Mailing Date: Last week of issue date.

George Saade, MD
Univ. of TX Medical Branch
Galveston, TX

Production Editor: Jaimee Biggins
Advertising: James C. Cunningham

2. ESTABLISHED:

1983.

10. CIRCULATION:

1,158.

3. U.S. SUBSCRIPTION RATES:

- Individual: \$238.00 per year.
- Institution: \$589.00 per year
- Resident Rate: \$99.00 per year

11. CIRCULATION VERIFICATION:

Publisher's sworn statement.

4. EDITORIAL CONTENT:

This journal provides the most up-to-dat clinical information on all aspects of perinatal care and critical care management. Each issue features peer-reviewed articles on perinatology, neonatology, pediatrics and obstetrics.

12. COVERAGE AND MARKET:

- Coverage: National and International.
- Market Served: Perinatologists, maternal fetal medicine, OB/GYN, Pediatricians

5. REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:

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

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.

6. POLICY ON PLACEMENT OF ADVERTISING:

Advertising precedes and follows editorial section.

14. AGENCY COMMISSION:

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

7. EDITORIAL-ADVERTISING RATIO:

90% editorial - 10% advertising.

15. BLACK AND WHITE RATES:

	<u>1X</u>	<u>4X</u>	<u>8X</u>	<u>12X</u>
One Page	\$965.	\$890.	\$805	\$780.
1/2 Page	\$535.	\$515.	\$490	\$460.
1/4 Page	\$305.	\$290.	\$280	\$265.

8. SERVICES TO ADVERTISERS:

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

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.

9. STAFF:

Publisher: Thieme

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

Editors-in-Chief: Rosemary D. Higgins
Ctr.For Developmental Biology and
Perinatal Medicine
NICHD/NIH, Bethesda, MD

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.

- d. 4-Color Rate: \$1,200. 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.)	3½	10
1/4 Page	3½	5

- b. Bleed Sizes

	Width	Height
Spread (2 Fac. Pages)	16%	11%
Full Page	8%	11%
1/2 Page (Horiz.)	8%	5½
1/2 Page (Vert.)	4%	11%
1/4 Page	4%	5½

Trim Size - 8% x 10%

- c. Insert Sizes

Size 2 Page - 8% x 11%. Trims to 8% x 10%.

Size 4 Page - 16% x 11%.

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
- 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 Cunningham
CUNNINGHAM ASSOCIATES
180 Old Tappan Road
Old Tappan, NJ 07675
- b. Mechanicals and Negatives:
Jaimee Biggins, Production Editor
THIEME
333 Seventh Avenue
New York, NY 10001
- c. Inserts:
Neil Myers
THE SHERIDAN PRESS
American Journal of Perinatology
450 Fame Avenue
Hanover, PA 17331
(Mark for *American Journal of Perinatology*, Give issue date and quantity)