

SEMINARS IN LIVER DISEASE

PUBLISHED BY THIEME



2008 RATES AND DATA

ADVERTISING REPRESENTATIVES

CUNNINGHAM ASSOCIATES

180 OLD TAPPAN ROAD

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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:

2,785.

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	\$1,040.	\$950.	\$905.	\$860.
1/2 Page	\$710.	\$645.	\$620.	\$575.
1/4 Page	\$555.	\$490.	\$440.	\$415.

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: \$575. per full or fractional page.
- b. Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
- c. Matched Color: \$600. per full or fractional page.
- d. 4-Color Rate: \$1,290. 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
- 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