



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:

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

2. ESTABLISHED:

1980.

3. U.S. SUBSCRIPTION RATES:

- a. Individual: \$98.00 per year.
- b. Institutional: \$370.00 per year.

4. EDITORIAL CONTENT:

Each issue presents review articles focusing on a single topic concerning clinical and technical advances in the field of speech and language pathology. CE credit 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

Editors-in-Chief: Nan Bernstein Ratner, Ph.D.
Chairman, Department of Hearing
and Speech Services
University of Maryland,
College Park, MD
Audrey L. Holland, Ph.D.
University of Arizona
Tucson, AZ

Production Editor: Xenia Golovchenko

Advertising: James C. Cunningham

James G. Pattis

10. CIRCULATION:

1,047.

11. CIRCULATION VERIFICATION:

Publisher's sworn statement.

12. COVERAGE AND MARKET:

- a. Coverage: National and International.
- b. Market Served: Speech and Language Pathologists.

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. 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	\$1,180.	\$1,110.	\$1,050.	\$995.
1/2 Page	\$840.	\$750.	\$705.	\$670.
1/4 Page	\$635.	\$540.	\$505.	\$480.

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: \$600. per full or fractional page.
- b. Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
- c. Matched Color: \$630. per full or fractional page.
- d. 4-Color Rate: \$1,350. 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)	11	8 1/2
Full Page	5 1/2	8 1/2
1/2 Page (Horiz.)	5 1/2	4 1/4
1/2 Page (Vert.)	2 3/4	8 1/2
1/4 Page	2 3/4	4 1/4

b. Bleed Sizes

	Width	Height
Spread (2 Fac. Pages)	14 1/2	10 1/4
Full Page	7 1/4	10 1/4
1/2 Page (Horiz.)	7 1/4	5 1/8
1/2 Page (Vert.)	3 5/8	10 1/4
1/4 Page	3 5/8	5 1/8

Trim Size - 6 7/8 x 10.

c. Insert sizes

Size 2 Page - 7 1/8 x 10 1/4.

Size 4 Page - 14 1/2 x 10 1/4.

23. PAPER STOCK:

- a. Covers - 10 point coated one side.
- b. Body - 50 lb. matte.
- c. Insert Stock Weight - 70 lb. coated or 60 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 C. Cunningham
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
THE SHERIDAN PRESS
Seminars in Speech and Language
450 Fame Avenue
Hanover, PA 17331