

Journal of Hip Surgery

Published by Thieme Publishers

Advertising Representative

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1 ISSUANCE

- Frequency: 4 Times/Year
- Issue Date: March, June, September, November
- Mailing Date: 1st week of publication month

2 ESTABLISHED

2017

3 U.S. SUBSCRIPTION RATES

- Individuals (P+E): \$82.00
- Institutions (P+E): \$465.00
- Residents: \$60

4 EDITORIAL CONTENT

Journal of Hip Surgery publishes articles related to the field of surgery of the hip in all of its forms including, but not limited to, trauma, reconstruction, and sports-related topics.

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

Bulk journal purchases and supplements are available. Contact Reprints@Thieme.com for Editorial reprints.

9 STAFF

Publisher
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10 CIRCULATION: New for 2017

11 CIRCULATION VERIFICATION

Publisher's sworn statement.

12 COVERAGE AND MARKET

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

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.

- e. Extensions: Please contact advertising representative.

14 BLACK AND WHITE RATES

One Page	\$1,300
½ Page	\$910
¼ Page	\$690

15 COLOR RATES

One Page	\$2,650
½ Page	\$2,270
¼ Page	\$2,050

16 BLEED

No charge.

17 COVER AND PREFERRED POSITIONS

- a. Fourth Cover: 50%.
- b. Second Cover: 35%.
- c. Table of Contents: 25%.
- d. Page Facing 2nd Cover, Facing 1st Text: 20%.

18 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.

19 MECHANICAL REQUIREMENTS

a. Non-Bleed Sizes

	Width	Height
Spread (2 Fac. Pages)	14	10
Full Page	7	10
½ Page (Horiz.)	7	5
½ Page (Vert.)	3 ½	10
¼ Page	3 ½	5

b. Bleed Sizes

	Width	Height
Spread (2 Fac. Pages)	16 ⅞	11 ⅞
Full Page	8 ⅞	11 ⅞
½ Page (Horiz.)	8 ⅞	5 ½
½ Page (Vert.)	4 ⅞	11 ⅞
¼ Page	4 ⅞	5 ½
Trim Size	8 ⅞	10 ⅞

c. Insert Sizes

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

20 PAPER STOCK

- a. Covers: 10 point coated one side.
- b. Body: 50 lb. matte.
- c. Insert Stock Weight: 80 lb. coated or 70 lb. uncoated.

21 BINDING

Perfect Binding.

22 HALFTONE SCREEN

133 for text and covers.

23 REPRODUCTION REQUIREMENTS

Digital art submission required. Follow the instructions at https://caesar.sheridan.com/tsp_procedures/procedureFiles.php. Then navigate to "General Guidelines" and select "Digital Ads".

24 DISPOSITION OF MATERIAL

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