1 ISSUANCE
a. Frequency: 14 issues annually
b. Issue Date: January x2, February, March, April, May, June, July x2, August, September, October, November, December
c. Mailing Date: Last week of publication month

2 ESTABLISHED
1983

3 U.S. SUBSCRIPTION RATES
a. Individuals (P+E): $472.00
b. Institutions (P+E): $1768.00
c. Resident Rate: $119.00

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

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 Cunningham Associates for details. Contact Reprints@Thieme.com for Article reprints.

9 STAFF
Editors-in-Chief
Rosemary D. Higgins
Center for Developmental Biology and Perinatal Health
NICHD/NIH, Bethesda, MD

George Saade, MD
University of TX Medical Branch
Galveston, TX

Production Manager: Mitali Vyas
Advertising: James C. Cunningham

10 CIRCULATION: 1,075

11 CIRCULATION VERIFICATION
Publisher’s sworn statement.

12 COVERAGE AND MARKET
b. Market Served: Perinatologists, Maternal Fetal Medicine, OB/GYN, Pediatricians

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

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>One Page</td>
<td>$1,180</td>
<td>$1,090</td>
<td>$990</td>
<td>$960</td>
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<tr>
<td>½ Page</td>
<td>$655</td>
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<td>$370</td>
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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 are in addition to B/W rates
   a. Standard Color Rate: $655 per full or fractional page.
   b. Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
   c. Matched Color: $685 per full or fractional page.
   d. 4-Color Rate: $1,390 per full or fractional page.

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 an eight-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

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<tr>
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<td>10</td>
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<tr>
<td>1/2 Page (Horiz.)</td>
<td>7</td>
<td>5</td>
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<tr>
<td>1/2 Page (Vert.)</td>
<td>3 1/2</td>
<td>10</td>
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<td>1/4 Page</td>
<td>3 1/2</td>
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   b. Bleed Sizes

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<td>11 1/8</td>
</tr>
<tr>
<td>1/2 Page (Horiz.)</td>
<td>8 3/8</td>
<td>5 1/2</td>
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<tr>
<td>1/2 Page (Vert.)</td>
<td>4 1/8</td>
<td>11 1/8</td>
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<tr>
<td>1/4 Page</td>
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<tr>
<td>Trim Size</td>
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   c. Insert Sizes

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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
   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”.

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**
      David Stewart, 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

Size 4: 16 5/8 x 11 1/8