

SEMINARS IN SPEECH AND LANGUAGE

Published by Thieme Publishers

Advertising Representative
Cunningham Associates
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1 ISSUANCE

- Frequency: 5
- Issue Date: January, April, July, September, November
- Mailing Date: First week of publication month

2 ESTABLISHED

1980

3 U.S. SUBSCRIPTION RATES

- Individuals (P+E): \$156.00
- Institutions (P+E): \$970.00

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

Bulk journal purchases and supplements are available, contact Cunningham Associates for details.

Contact Reprints@Thieme.com for Editorial reprints.

9 STAFF

Editors-in-Chief:

Heather Harris Wright, PhD, CCC-SLP
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 (Interim), Associate Dean for Research
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Production Manager: Joycelyn Reid

Advertising: James C. Cunningham/James G. Pattis

10 CIRCULATION: 1,047

11 CIRCULATION VERIFICATION

Publisher's sworn statement.

12 COVERAGE AND MARKET

- Coverage: National and International.
- Market Served: Speech and language pathologists

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

	1X	4X	8X	12X
One Page	\$1,420	\$1,335	\$1,260	\$1,190
½ Page	\$1,010	\$905	\$845	\$800
¼ Page	\$790	\$645	\$600	\$570

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 earned b/w rates
- Standard Color Rate: \$685 per full or fractional page.
 - Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
 - Matched Color: \$715 per full or fractional page.
 - 4-Color Rate: \$1,500 per full or fractional page.

18 BLEED
No charge.

- 19 INSERTS
- Two Page Insert (One Leaf): 3 times earned black and white rate.
 - Four Page Insert: 5 times earned black and white rate.
 - 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.
- Fourth Cover: 50%.
 - Second Cover: 35%.
 - Table of Contents: 25%.
 - 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 3/4
Full Page	7 3/4	10 3/4
1/2 Page (Horiz.)	7 3/4	5 1/8
1/2 Page (Vert.)	3 5/8	10 3/4
1/4 Page	3 5/8	10 3/4
Trim Size	6 7/8	10

c. Insert Sizes

	Page
Size 2	7 1/8 x 10 1/4
Size 4	14 1/2 x 10 1/4

- 23 PAPER STOCK
- Covers: 10 point coated one side.
 - Body: 60 lb. gloss coated.
 - 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
- Complete Film, Mechanicals and Inserts: Due 5 weeks prior to month of publication.
 - Insertion Orders: Due 5 weeks prior to month of publication.
 - Publisher's Set Copy: Due 2 months prior to month of publication.
 - 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

- Contracts and Insertion Orders**
James C. Cunningham
Cunningham Associates
180 Old Tappan Road
Old Tappan, NJ 07675
- Mechanicals and Negatives**
David Stewart, Production Editor
THIEME
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