

SEMINARS IN THROMBOSIS AND HEMOSTASIS

Published by Thieme Publishers

Advertising Representative

[Cunningham Associates](#)

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1 ISSUANCE

- Frequency: Eight issues per year
- Issue Date: February, March, April, June, July, September, October, November
- Mailing Date: First week of publication month

2 ESTABLISHED

January 1984

3 U.S. SUBSCRIPTION RATES

- Individuals (P+E): \$422.00
- Institutions (P+E): \$1,735.00
- Resident Rate: \$131.00

4 EDITORIAL CONTENT

Each issue presents review articles focusing on a single topic concerning clinical advances in the field of hematology

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

Editor-in-Chief

Professor Emmanuel Falaloro, MD
Westmead Hospital
Sydney, Australia

Production Manager: Ananya Das

Advertising: Kevin Dunn

10 CIRCULATION: 1,270

11 CIRCULATION VERIFICATION

Publisher's sworn statement.

12 COVERAGE AND MARKET

- Coverage: National and International.
- Market Served: Hematologists

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

One Page	\$1,500
½ Page	\$1,050
¼ Page	\$800

16 COLOR RATES

One Page	\$3,070
½ Page	\$2,620
¼ Page	\$2,370

17 BLEED

No charge.

18 COVER AND PREFERRED POSITIONS

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

19 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.

20 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 6/8	11 1/8
Full Page	8 3/8	11 1/8
½ Page (Horiz.)	8 3/8	5 1/2
½ Page (Vert.)	4 1/8	11 1/8
¼ Page	4 1/8	5 1/2
Trim Size	8 1/8	10 7/8

c. Insert Sizes

	Page	Trim
Size 2	8 3/8 x 11 1/8	8 1/8 x 10 7/8
Size 4	16 3/4 x 11 7/8	

21 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.

22 BINDING

Perfect Binding.

23 HALFTONE SCREEN

133 for text and covers.

24 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".

25 DISPOSITION OF MATERIAL

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