1 ISSUANCE
   a. Frequency: Eight issues per year
   b. Issue Date: February, March, April, June, July, September, October, November
   c. Mailing Date: First week of publication month

2 ESTABLISHED
   January 1984

3 U.S. SUBSCRIPTION RATES
   a. Individuals (P+E): $422.00
   b. Institutions (P+E): $1,735.00
   c. 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 Favaloro, 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
   b. Market Served: Hematologists

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>
<th>Format</th>
<th>Rate</th>
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<tbody>
<tr>
<td>One Page</td>
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<tr>
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16 COLOR RATES
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<tr>
<td>½ Page</td>
<td>$2,620</td>
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<td>$2,370</td>
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17 BLEED
   No charge.

18 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%.

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

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</tr>
<tr>
<td>½ Page (Horiz.)</td>
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<td>5</td>
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<tr>
<td>½ Page (Vert.)</td>
<td>3 ½</td>
<td>10</td>
</tr>
<tr>
<td>¼ Page</td>
<td>3 ½</td>
<td>5</td>
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b. Bleed Sizes

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<td>11 1/8</td>
</tr>
<tr>
<td>½ Page (Horiz.)</td>
<td>8 1/8</td>
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<tr>
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c. Insert Sizes

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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.