**SEMINARS IN HEARING**

Published by Thieme Publishers

1 **ISSUANCE**
   a. Frequency: Quarterly
   b. Issue Date: February, April, July, October
   c. Mailing Date: First week of publication month

2 **ESTABLISHED**
   1980

3 **U.S. SUBSCRIPTION RATES**
   a. Individuals (P+E): $147.00
   b. Institutions (P+E): $871.00

4 **EDITORIAL CONTENT**
   Each issue presents review articles focusing on a single topic concerning clinical and technical advances in the field of audiology. 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**
   **Editor-in-Chief**
   Catherine V. Palmer, PhD
   Director, Div. of Audiology & Hearing Aids
   University of Pittsburgh
   203 Lothrop Street
   Pittsburgh, PA 15213

   **Production Manager:** Joycelyn Reid
   **Advertising:** James C. Cunningham

10 **CIRCULATION:** 2,025

11 **CIRCULATION VERIFICATION**
   Publisher’s sworn statement.

12 **COVERAGE AND MARKET**
   b. Market Served: Audiologists

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**

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<tbody>
<tr>
<td>One Page</td>
<td>$1,321</td>
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<td>$924</td>
<td>$806</td>
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<td>¼ Page</td>
<td>$709</td>
<td>$602</td>
<td>$531</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.
COLOR RATES are in addition to earned B/W rates
a. Standard Color Rate: $640 per full or fractional page.
b. Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
c. Matched Color: $670 per full or fractional page.
d. 4-Color Rate: $1,395 per full or fractional page.

BLEED
No charge.

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.

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%.

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.

MECHANICAL REQUIREMENTS
a. Non-Bleed Sizes

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<td>Full Page</td>
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<td>1/2 Page (Horiz.)</td>
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<td>4 1/2</td>
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<td>1/2 Page (Vert.)</td>
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b. Bleed Sizes

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c. Insert Sizes

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<tr>
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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.

BINDING
Perfect Binding.

HALFTONE SCREEN
133 for text and covers.

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”.

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.

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

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 Manager
   THIEME
   333 Seventh Avenue.
   New York, NY 10001
c. Inserts
   Neil Myers
   THE SHERIDAN PRESS
   Seminars in Hearing
   450 Fame Avenue
   Hanover, PA 17331