

# SEMINARS IN HEARING

Published by Thieme Publishers

Advertising Representative  
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## 1 ISSUANCE

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

## 2 ESTABLISHED

1980

## 3 EDITORIAL CONTENT

Each issue presents review articles focusing on a single topic concerning clinical and technical advances in the field of audiology.

## 4 REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING

All new advertising must be approved. Please send duplicate proofs to publisher.

## 5 POLICY ON PLACEMENT OF ADVERTISING

Advertising precedes and follows editorial section.

## 6 EDITORIAL-ADVERTISING RATIO

90% editorial - 10% advertising.

## 7 SERVICES TO ADVERTISERS

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

Contact [Reprints@Thieme.com](mailto:Reprints@Thieme.com) for Editorial reprints.

## 8 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

## 9 CIRCULATION: 2,050

## 10 CIRCULATION VERIFICATION

Publisher's sworn statement.

## 11 COVERAGE AND MARKET

- a. Coverage: National and International.
- b. Market Served: Audiologists

## 12 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.

## 13 AGENCY COMMISSION

15% of gross billing on space, color and preferred positions

## 14 BLACK AND WHITE RATES

One Page	<b>\$1,330</b>
½ Page	\$930
¼ Page	\$710

## 15 COLOR RATES

One Page	<b>\$2,720</b>
½ Page	\$2,320
¼ Page	\$2,110

## 16 BLEED

No charge.

17 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%.

18 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.

19 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 1/2
1/2 Page (Vert.)	2 3/4	8 1/2
1/4 Page	2 3/4	4 1/2

b. Bleed Sizes

	Width	Height
Spread (2 Fac. Pages)	14 1/2	10 1/4
Full Page	7 1/4	10 1/4
1/2 Page (Horiz.)	7 1/4	5 1/8
1/2 Page (Vert.)	3 5/8	10 1/4
1/4 Page	3 5/8	5 1/8
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

20 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.

21 BINDING

Perfect Binding.

22 HALFTONE SCREEN

133 for text and covers.

23 DISPOSITION OF MATERIAL

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