

SEMINARS IN PLASTIC SURGERY

Published by Thieme Publishers

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1 ISSUANCE

- a. Frequency: Quarterly
- b. Issue Date: February, May, August, October
- c. Mailing Date: 1st week of publication month

2 ESTABLISHED

1986 (formerly 'Perspectives in Plastic Surgery and Outlooks')

3 U.S. SUBSCRIPTION RATES

- a. Individuals (P+E): \$347.00
- b. Institutions (P+E): \$1,169.00
- c. Residents: \$115.00

4 EDITORIAL CONTENT

Covering entire field of aesthetic plastic and reconstructive microsurgery.

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 Berish Strauch for details.

Contact Reprints@Thieme.com for article reprints.

9 STAFF

Editor-in-Chief

Larry Hollier, MD

Baylor College of Medicine

Division of Plastic Surgery

Houston, Texas

Production Manager: Ananya Das

Advertising: Berish Strauch

10 CIRCULATION: 730

11 CIRCULATION VERIFICATION

Publisher's sworn statement.

12 COVERAGE AND MARKET

- a. Coverage: National and International
- b. Market Served: Aesthetic Plastic Surgery and Reconstructive Microsurgery.

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 BLACK AND WHITE RATES

One Page	\$990
½ Page	\$600
¼ Page	\$290

15 COLOR RATES

One Page	\$2,300
½ Page	\$1,900
¼ Page	\$1,600

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)	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 ⅞	11 ⅞
Full Page	8 ⅞	11 ⅞
½ Page (Horiz.)	8 ⅞	5 ½
½ Page (Vert.)	4 ⅞	11 ⅞
¼ Page	4 ⅞	5 ½
Trim Size	8 ⅞	10 ⅞

c. Insert Sizes

	Page	Trims to
Size 2	8 ⅞ x 11 ⅞	8 ⅞ x 10 ⅞
Size 4	16 ¾ x 11 ⅞	

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 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".

24 DISPOSITION OF MATERIAL

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