SEMINARS IN NEUROLOGY
Published by Thieme Publishers

1 ISSUANCE
   a. Frequency: 6 issues per year
   b. Issue Date: February, April, June, August, September, November
   c. Mailing Date: First week of publication month

2 ESTABLISHED
   1980

3 U.S. SUBSCRIPTION RATES
   a. Individuals (P+E): $369.00
   b. Institutions (P+E): $1,489.00
   c. Resident Rate: $137.00

4 EDITORIAL CONTENT
   Each issue presents review articles focusing on a single topic dealing with clinical and technical advances in the field of neurology.

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
   David Greer, MD
   Department of Neurology
   Yale University School of Medicine
   15 York Street
   New Haven, CT 06520

   Production Manager: Tanya Punj

10 CIRCULATION:
   2,680 Includes all third and fourth year neurology residents.

11 CIRCULATION VERIFICATION
   Publisher’s sworn statement.

12 COVERAGE AND MARKET
   b. Market Served: Neurologists

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>Size</th>
<th>Rate</th>
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<tbody>
<tr>
<td>One Page</td>
<td>$1,490</td>
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<td>1/2 Page</td>
<td>$1,060</td>
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<td>1/4 Page</td>
<td>$790</td>
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16 COLOR RATES

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<td>$2,560</td>
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<tr>
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<td>$2,290</td>
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</tbody>
</table>

17 BLEED
   No charge.

2019 RATES & DATA

Advertising Representative
Cunningham Associates
180 Old Tappan Road
Old Tappan, NJ 07675
Tel: (201) 767-4170
Fax: (201) 767-8065
jpattis@cunnasso.com
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
      
      | 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 1/8 x 11 1/8 | 8 1/8 x 10 7/8 |
      | Size 4 | 16 1/4 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.