

SEMINARS IN MUSCULOSKELETAL RADIOLOGY

Published by Thieme Publishers

1 ISSUANCE

- a. Frequency: 6 times a year
- b. Issue Date: February, April, June, August, October, December
- c. Mailing Date: First week of publication month

2 ESTABLISHED

September 1977

3 EDITORIAL CONTENT

Each issue presents review articles focusing on a single topic concerning clinical and technical advances in musculoskeletal radiology.

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 for Editorial reprints.

8 STAFF

Editors-in-Chief

Christine Chung, MD
 Department of Radiology
 San Diego Medical Center
 Professor - University of California, San Diego
 200 W. Arbor Drive, San Diego, CA 92103

Prof. Dr. med. Christian Glaser
 Department of Clinical Radiology
 Ludwig-Maximilians-University of Munich
 Marchioninstr. 15, 81377 Munich

Production Manager: Joycelyn Reid

Advertising: James C. Cunningham

Advertising Representative
Cunningham Associates
 180 Old Tappan Road
 Old Tappan, NJ 07675
 Tel: (201) 767-4170
 Fax: (201) 767-8065
jcunningham@cunnasso.com

9 CIRCULATION: 1,030

10 CIRCULATION VERIFICATION

Publisher's sworn statement.

11 COVERAGE AND MARKET

- a. Coverage: National and International.
- b. Market Served: Musculoskeletal Radiologists, Orthopedic Surgeons

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	\$1,100
½ Page	\$660
¼ Page	\$320

15 COLOR RATES

One Page	\$2,440
½ Page	\$2,000
¼ Page	\$1,660

22 DISPOSITION OF MATERIAL

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

a.

16 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%.

17 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.

18 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 (No charge)

	Width	Height
Spread (2 Fac. Pages)	16 ⅞	11 ⅛
Full Page	8 ⅜	11 ⅛
½ Page (Horiz.)	8 ⅜	5 ½
½ Page (Vert.)	4 ⅛	11 ⅛
¼ Page	4 ⅛	5 ½
Trim Size	8 ⅛	10 ⅞

c. Insert Sizes

	Page	Trim
Size 2	8 ⅜ x 11 ⅛	8 ⅛ x 10 ⅞
Size 4	16 ¾ x 11 ⅞	

19 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.

20 BINDING

Perfect Binding.

21 HALFTONE SCREEN

133 for text and covers.