SEMINARS IN MUSCULOSKELETAL RADIOLOGY

Published by Thieme Publishers

1 ISSUANCE
   a. Frequency: 5 times a year
   b. Issue Date: April, June, July, September, November
   c. Mailing Date: First week of publication month

2 ESTABLISHED
   September 1977

3 U.S. SUBSCRIPTION RATES
   a. Individuals (P+E): $279.00
   b. Institutions (P+E): $851.00
   c. Resident Rate: $98.00

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

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
   Editors-in-Chief
   Laura W. Bancroft, MD
   Chief of Musculoskeletal Imaging - Florida Hospital Orlando
   Department Chair of Radiology and Professor - University of Central Florida College of Medicine Professor of Radiology - Florida State University College of Medicine
   601 E. Rollins, Orlando, FL 32803

   Production Manager: Joycelyn Reid
   Advertising: James C. Cunningham

10 CIRCULATION: 1,029

11 CIRCULATION VERIFICATION
   Publisher’s sworn statement.

12 COVERAGE AND MARKET
   b. Market Served: Musculoskeletal Radiologists, Orthopedic Surgeons

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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<th>Pages</th>
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<th>5X</th>
<th>10X</th>
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<td>One Page</td>
<td>$1,070</td>
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<td>$290</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.

17 COLOR RATES are in addition to earned B/W rates
   a. Standard Color Rate: $65 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: $1,320 per full or fractional page.

18 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.

19 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%.

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.

21 MECHANICAL REQUIREMENTS
   a. Non-Bleed Sizes

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<td>3 ½</td>
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<td>¼ Page (Vert.)</td>
<td>3 ½</td>
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   b. Bleed Sizes (No charge)

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<tr>
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<td>4 ¹/₈</td>
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<tr>
<td>Trim Size</td>
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22 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.

23 BINDING
   Perfect Binding.

24 HALFTONE SCREEN
133 for text and covers.

25 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”.

26 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.

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

28 SHIPPING INSTRUCTIONS
   **Contracts and Insertion Orders**
   Jim Cunningham
   180 Old Tappan Road
   Old Tappan, NJ 07675

   **Mechanicals and Negatives**
   David Stewart
   333 Seventh Avenue
   New York, NY 10001

   **Inserts**
   Neil Myers
   450 Fame Avenue
   Hanover, PA 17331