

SEMINARS IN MUSCULOSKELETAL RADIOLOGY

Published by Thieme Publishers

Advertising Representative
Cunningham Associates

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1 ISSUANCE

- Frequency: 5 times a year
- Issue Date: February, April, June, September, November
- Mailing Date: First week of publication month

2 ESTABLISHED

September 1977

3 U.S. SUBSCRIPTION RATES

- Individuals (P+E): \$289.00
- Institutions (P+E): \$906.00
- 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 -

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Production Manager: Joycelyn Reid

Advertising: James C. Cunningham

10 CIRCULATION: 1,029

11 CIRCULATION VERIFICATION

Publisher's sworn statement.

12 COVERAGE AND MARKET

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

13 CLOSING DATES

- Insertion Orders: Due 45 days prior to month of publication.
- Film, Mechanicals, Inserts: Due 45 days prior to month of publication.
- Publisher's Set Copy: Due 2 months prior to month of publication, billed at cost.
- Cancellations: Are not accepted after closing date.
- Extensions: Please contact advertising representative.

14 AGENCY COMMISSION

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

15 BLACK AND WHITE RATES

	1X	5X	10X	15X
One Page	\$1,092	\$1,026	\$985	\$934
½ Page	\$658	\$597	\$561	\$541
¼ Page	\$312	\$296	\$286	\$271

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: \$75 per full or fractional page.
- b. Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
- c. Matched Color: \$680 per full or fractional page.
- d. 4-Color Rate: \$1,340 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

	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 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 3/8 x 11 1/8	8 1/8 x 10 7/8
Size 4	16 3/4 x 11 7/8	

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