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

2 ESTABLISHED
   1987; New format: 2001 (Formerly “Perspectives in Colon & Rectal Surgery”)

3 U.S. SUBSCRIPTION RATES
   a. Individuals (P+E): $316.00
   b. Institutions (P+E): $1040.00
   c. Resident Rate: $98.00

4 EDITORIAL CONTENT
   Publishes quality, timely, topic focused, comprehensive articles related to Colon and Rectal Surgery. Articles are relevant to clinical practice, research, and education of physicians interested in disease of the small bowel, colon, rectum and anus, providing a forum for discussion of controversial or innovative issues and techniques

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 Beck, MD, FACS
   Ochsner Clinic Foundation
   1514 Jefferson Highway
   New Orleans, LA 70121

10 CIRCULATION: 695

11 CIRCULATION VERIFICATION
   Publisher’s sworn statement.

12 COVERAGE AND MARKET
   b. Market Served: Colon and Rectal Surgeons, General Surgeons, Residents

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></th>
<th>1X</th>
<th>4X</th>
<th>8X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Page</td>
<td>$1,060</td>
<td>$995</td>
<td>$955</td>
<td>$900</td>
</tr>
<tr>
<td>½ Page</td>
<td>$630</td>
<td>$585</td>
<td>$545</td>
<td>$530</td>
</tr>
<tr>
<td>¼ Page</td>
<td>$305</td>
<td>$290</td>
<td>$275</td>
<td>$265</td>
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</tbody>
</table>

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: $660 per full or fractional page.
b. Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
c. Matched Color: $685 per full or fractional page.
d. 4-Color Rate: $1,360 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

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread (2 Fac. Pages)</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>Full Page</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>½ Page (Horiz.)</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>½ Page (Vert.)</td>
<td>3 ½</td>
<td>10</td>
</tr>
<tr>
<td>¼ Page</td>
<td>3 ½</td>
<td>5</td>
</tr>
</tbody>
</table>

b. Bleed Sizes (No Bleed Charge)

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread (2 Fac. Pages)</td>
<td>16 ⅞</td>
<td>11 ⅛</td>
</tr>
<tr>
<td>Full Page</td>
<td>8 ⅞</td>
<td>11 ⅛</td>
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<tr>
<td>½ Page (Horiz.)</td>
<td>8 ⅚</td>
<td>5 ⅛</td>
</tr>
<tr>
<td>½ Page (Vert.)</td>
<td>4 ⅞</td>
<td>11 ⅛</td>
</tr>
<tr>
<td>¼ Page</td>
<td>4 ⅞</td>
<td>5 ⅛</td>
</tr>
<tr>
<td>Trim Size</td>
<td>8 ⅜</td>
<td>10 ⅛</td>
</tr>
</tbody>
</table>

c. Insert Sizes

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/procedur eFiles.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
a. Contracts and Insertion Orders
Jim Cunningham
Cunningham Associates
180 Old Tappan Road
Old Tappan, NJ 07675

b. Mechanicals and Negatives
David Stewart, Production Editor
THIEME
333 Seventh Avenue.
New York, NY 10001

c. Inserts
Neil Myers
THE SHERIDAN PRESS
Clinics in Colon and Rectal Surgery
450 Fame Avenue
Hanover, PA 17331