

CLINICS IN COLON AND RECTAL SURGERY

Published by Thieme Publishers

Advertising Representative

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1 ISSUANCE

- a. Frequency: 6
- b. Issue Date: January, March, May, July, September, November
- c. Mailing Date: First week of publication month

2 ESTABLISHED

1987; New format: 2001 (Formerly "Perspectives in Colon & Rectal Surgery")

3 EDITORIAL CONTENT

Publishes 6 times a year, 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

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

Editor-in-Chief

Scott R. Steele, MD, FACS, FASCRS

Case Western Reserve University School of Medicine
Cleveland, OH

9 CIRCULATION: 700

10 CIRCULATION VERIFICATION

Publisher's sworn statement.

11 COVERAGE AND MARKET

- a. Coverage: National and International.
- b. Market Served: Colon and Rectal Surgeons, General Surgeons, Residents

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	\$1,090
½ Page	\$650
¼ Page	\$320

15 COLOR RATES

One Page	\$2,470
½ Page	\$2,030
¼ Page	\$1,700

16 BLEED

No Charge.

17 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%.

18 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.

19 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 Bleed 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	

20 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.

21 BINDING

Perfect Binding.

22 HALFTONE SCREEN

133 for text and covers.

23 DISPOSITION OF MATERIAL

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