

# AMERICAN JOURNAL OF PERINATOLOGY

Published by Thieme Publishers

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## 1 ISSUANCE

- Frequency: 14 issues annually
- Issue Date: January x2, February, March, April, May, June, July x2, August, September, October, November, December
- Mailing Date: Last week of publication month

## 2 ESTABLISHED

1983

## 3 U.S. SUBSCRIPTION RATES

- Individuals (P+E): \$503.00
- Institutions (P+E): \$1,976.00
- Resident Rate: \$120.00

## 4 EDITORIAL CONTENT

This journal provides the most up-to-date clinical information on all aspects of perinatal care and critical care management. Each issue features peer-reviewed articles on perinatology, neonatology, pediatrics and obstetrics.

## 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](mailto:Reprints@Thieme.com) for Article reprints.

## 9 STAFF

### Editors-in-Chief

Rosemary D. Higgins

Center for Developmental Biology and Perinatal Health  
NICHD/NIH, Bethesda, MD

## 10 CIRCULATION: 1,100

## 11 CIRCULATION VERIFICATION

Publisher's sworn statement.

## 12 COVERAGE AND MARKET

- Coverage: National and International.
- Market Served: Perinatologists, Maternal Fetal Medicine, OB/GYN, Pediatricians

## 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

One Page	<b>\$1,210</b>
½ Page	\$670
¼ Page	\$380

## 16 COLOR RATES

One Page	<b>\$2,620</b>
½ Page	\$2,080
¼ Page	\$1,790

17 BLEED

No charge.

es.php. Then navigate to "General Guidelines" and select "Digital Ads".

18 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%.

25 DISPOSITION OF MATERIAL

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

19 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.

20 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

	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	

21 PAPER STOCK

- a. Covers: 10 point coated one side.
- b. Body: 50 lb. gloss matte.
- c. Insert Stock Weight: 80 lb. coated or 70 lb. uncoated.

22 BINDING

Perfect Binding.

23 HALFTONE SCREEN

133 for text and covers.

24 REPRODUCTION REQUIREMENTS

Digital art submission required. Follow the instructions at [https://caesar.sheridan.com/tsp\\_procedures/procedureFil](https://caesar.sheridan.com/tsp_procedures/procedureFil)