1 ISSUANCE
   a. Frequency: 14 issues annually
   b. Issue Date: January x2, February, March, April x2,
      May, June, July x2, August, September, October x2,
      November, December
   c. Mailing Date: Last week of publication month

2 ESTABLISHED
   1983

3 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.

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 Article reprints.

8 STAFF
   Editors-in-Chief
   Rosemary D. Higgins, MD
   College of Health and Human Services
   George Mason University
   Fairfax, VA

   George Saade, MD
   University of TX Medical Branch
   Galveston, TX

9 CIRCULATION: 1,100

10 CIRCULATION VERIFICATION
   Publisher’s sworn statement.

11 COVERAGE AND MARKET
   a. Coverage: National and International
   b. Market Served: Perinatologists, Maternal Fetal
      Medicine, OB/GYN, Pediatricians

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
<table>
<thead>
<tr>
<th>Page</th>
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<tr>
<td>One Page</td>
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<tr>
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15 COLOR RATES
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<td>$2,120</td>
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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

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<tr>
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<tr>
<td>½ Page (Vert.)</td>
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b. Bleed Sizes

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c. Insert Sizes

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<tr>
<td>Size 4</td>
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20 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.

21 BINDING
Perfect Binding.

22 HALFTONE SCREEN
133 for text and covers.