AMERICAN JOURNAL OF PERINATOLOGY

Published by Thieme Publishers

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

2 ESTABLISHED
   1983

3 U.S. SUBSCRIPTION RATES
   a. Individuals (P+E): $520.00
   b. Institutions (P+E): $2,069.00
   c. Resident Rate: $124.00

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 for Article reprints.

9 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

   Production Manager: Mitali Vyas
   Advertising: James C. Cunningham

10 CIRCULATION: 1,100

11 CIRCULATION VERIFICATION
   Publisher’s sworn statement.

12 COVERAGE AND MARKET
   b. Market Served: Perinatologists, Maternal Fetal Medicine, OB/GYN, Pediatricians

13 CLOSING DATES
   a. Insertion Orders: Due 45 days prior to month of publication.
   b. Film, Mechanics, 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>Size</th>
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<tbody>
<tr>
<td>One Page</td>
<td>$1,210</td>
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<tr>
<td>½ Page</td>
<td>$670</td>
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16 COLOR RATES

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<tr>
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17 BLEED
No charge.

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%.

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
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   b. Bleed Sizes

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   c. Insert Sizes

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<tr>
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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.