

# SEMINARS IN SPEECH AND LANGUAGE

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## 1 ISSUANCE

- a. Frequency: 5
- b. Issue Date: January, March, May, July, October
- c. Mailing Date: First week of publication month

## 2 ESTABLISHED

1980

## 3 U.S. SUBSCRIPTION RATES

- a. Individuals (P+E): \$166.00
- b. Institutions (P+E): \$1059.00

## 4 EDITORIAL CONTENT

Each issue presents review articles focusing on a single topic concerning clinical and technical advances in the field of speech and language pathology. CE credit is offered.

## 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 Editorial reprints.

## 9 STAFF

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## 10 CIRCULATION: 1,050

## 11 CIRCULATION VERIFICATION

Publisher's sworn statement.

## 12 COVERAGE AND MARKET

- a. Coverage: National and International.
- b. Market Served: Speech and language pathologists

## 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

One Page \$1,450

½ Page **\$1,040**

¼ Page **\$810**

## 16 COLOR RATES

One Page \$2,970

**½ Page \$2,560**

**¼ Page \$2,330**

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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

### a. Non-Bleed Sizes

	Width	Height
Spread (2 Fac. Pages)	11	8 ½
Full Page	5 ½	8 ½
½ Page (Horiz.)	5 ½	4 ¼
½ Page (Vert.)	2 ¾	8 ½
¼ Page	2 ¾	4 ¼

### b. Bleed Sizes

	Width	Height
Spread (2 Fac. Pages)	14 ½	10 ¼
Full Page	7 ¼	10 ¼
½ Page (Horiz.)	7 ¼	5 ⅛
½ Page (Vert.)	3 ⅝	10 ¼
¼ Page	3 ⅝	10 ¼
Trim Size	6 ⅞	10

### c. Insert Sizes

	Page
Size 2	7 ⅛ x 10 ¼
Size 4	14 ½ x 10 ¼

## 21 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.

## 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/procedureFiles.php](https://caesar.sheridan.com/tsp_procedures/procedureFiles.php). Then navigate to "General Guidelines" and select "Digital Ads".

## 25 DISPOSITION OF MATERIAL

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