SEMINARS IN THROMBOSIS AND HEMOSTASIS

Published by Thieme Publishers

1 ISSUANCE
a. Frequency: Eight issues per year
b. Issue Date: February, March, April, June, July, September, October, November
c. Mailing Date: First week of publication month

2 ESTABLISHED
January 1984

3 U.S. SUBSCRIPTION RATES
a. Individuals (P+E): $436.00
b. Institutions (P+E): $1,817.00
c. Resident Rate: $135.00

4 EDITORIAL CONTENT
Each issue presents review articles focusing on a single topic concerning clinical advances in the field of hematology

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 Editorial reprints.

9 STAFF
Editor-in-Chief
Professor Emmanual Favaloro, MD
Westmead Hospital
Sydney, Australia
Production Manager: Ananya Das
Advertising: Kevin Dunn

10 CIRCULATION: 1,270

11 CIRCULATION VERIFICATION
Publisher's sworn statement.

12 COVERAGE AND MARKET
b. Market Served: Hematologists

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

<table>
<thead>
<tr>
<th>Size</th>
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<tbody>
<tr>
<td>One Page</td>
<td>$1,500</td>
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<td>½ Page</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.

Advertising Representative
Cunningham Associates
180 Old Tappan Road
Old Tappan, NJ 07675
Tel: (201) 767-4170
Fax: (201) 767-8065
kdunn@cunnasso.com
20 MECHANICAL REQUIREMENTS

a. Non-Bleed Sizes

<table>
<thead>
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<tr>
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<td>7</td>
<td>5</td>
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<tr>
<td>½ Page (Vert.)</td>
<td>3 ½</td>
<td>10</td>
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b. Bleed Sizes

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<td>11 1/8</td>
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<tr>
<td>½ Page (Horiz.)</td>
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<td>5 1/2</td>
</tr>
<tr>
<td>½ Page (Vert.)</td>
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<tr>
<td>¼ Page</td>
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c. Insert Sizes

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<tr>
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</tbody>
</table>

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 DISPOSITION OF MATERIAL

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