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

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 Editorial reprints.

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

9 CIRCULATION: 1,270

10 CIRCULATION VERIFICATION
   Publisher’s sworn statement.

11 COVERAGE AND MARKET
   b. Market Served: Hematologists

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

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<tr>
<td>One Page</td>
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15 COLOR RATES

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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.
a. Non-Bleed Sizes

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b. Bleed Sizes

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c. Insert Sizes

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20 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.

21 BINDING

Perfect Binding.

22 HALFTONE SCREEN

133 for text and covers.

23 DISPOSITION OF MATERIAL

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