

SEMINARS IN THROMBOSIS AND HEMOSTASIS

Published by Thieme Publishers

Advertising Representative

Cunningham Associates

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1 ISSUANCE

- Frequency: Eight issues per year
- Issue Date: February, March, April, June, July, September, October, November
- Mailing Date: First week of publication month

2 ESTABLISHED

January 1984

3 U.S. SUBSCRIPTION RATES

- Individuals (P+E): \$436.00
- Institutions (P+E): \$1,817.00
- 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 Emmanuel Falaloro, 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

- Coverage: National and International.
- Market Served: Hematologists

13 CLOSING DATES

- Insertion Orders: Due 45 days prior to month of publication.
- Film, Mechanicals, Inserts: Due 45 days prior to month of publication.
- Publisher's Set Copy: Due 2 months prior to month of publication, billed at cost.
- Cancellations: Are not accepted after closing date.
- 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	\$1,500
½ Page	\$1,050
¼ Page	\$800

16 COLOR RATES

One Page	\$3,070
½ Page	\$2,620
¼ Page	\$2,370

17 BLEED

No charge.

18 COVER AND PREFERRED POSITIONS

- Fourth Cover: 50%.
- Second Cover: 35%.
- Table of Contents: 25%.
- 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)	14	10
Full Page	7	10
½ Page (Horiz.)	7	5
½ Page (Vert.)	3 ½	10
¼ Page	3 ½	5

b. Bleed Sizes

	Width	Height
Spread (2 Fac. Pages)	16 6/8	11 1/8
Full Page	8 3/8	11 1/8
½ Page (Horiz.)	8 3/8	5 1/2
½ Page (Vert.)	4 1/8	11 1/8
¼ Page	4 1/8	5 1/2
Trim Size	8 1/8	10 7/8

c. Insert Sizes

	Page	Trim
Size 2	8 3/8 x 11 1/8	8 1/8 x 10 7/8
Size 4	16 3/4 x 11 7/8	

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.