

SEMINARS IN HEARING

Published by Thieme Publishers

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1 ISSUANCE

- a. Frequency: Quarterly
- b. Issue Date: February, April, July, October
- c. Mailing Date: First week of publication month

2 ESTABLISHED

1980

3 U.S. SUBSCRIPTION RATES

- a. Individuals (P+E): \$152.00
- b. Institutions (P+E): \$914.00

4 EDITORIAL CONTENT

Each issue presents review articles focusing on a single topic concerning clinical and technical advances in the field of audiology.

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

Catherine V. Palmer, PhD
 Director, Div. of Audiology & Hearing Aids
 University of Pittsburgh
 203 Lothrop Street
 Pittsburgh, PA 15213

Production Manager: Joycelyn Reid

Advertising: James C. Cunningham

10 CIRCULATION: 2,050

11 CIRCULATION VERIFICATION

Publisher's sworn statement.

12 COVERAGE AND MARKET

- a. Coverage: National and International.
- b. Market Served: Audiologists

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	\$1,330
½ Page	\$930
¼ Page	\$710

16 COLOR RATES

One Page	\$2,720
½ Page	\$2,320
¼ Page	\$2,110

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 1/2
Full Page	5 1/2	8 1/2
1/2 Page (Horiz.)	5 1/2	4 1/2
1/2 Page (Vert.)	2 3/4	8 1/2
1/4 Page	2 3/4	4 1/2

b. Bleed Sizes

	Width	Height
Spread (2 Fac. Pages)	14 1/2	10 1/4
Full Page	7 1/4	10 1/4
1/2 Page (Horiz.)	7 1/4	5 1/8
1/2 Page (Vert.)	3 5/8	10 1/4
1/4 Page	3 5/8	5 1/8
Trim Size	6 7/8	10

c. Insert Sizes

	Page
Size 2	7 1/8 x 10 1/4
Size 4	14 1/2 x 10 1/4

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/procedureFil

[es.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.