SEMINARS IN PLASTIC SURGERY

Published by Thieme Publishers

1 ISSUANCE
   a. Frequency: Quarterly
   b. Issue Date: February, May, August, October
   c. Mailing Date: 1st week of publication month

2 ESTABLISHED
   1986 (formerly ‘Perspectives in Plastic Surgery and Outlooks’)

3 U.S. SUBSCRIPTION RATES
   a. Individuals (P+E): $358.00
   b. Institutions (P+E): $1,224.00
   c. Residents: $119.00

4 EDITORIAL CONTENT
   Covering entire field of aesthetic plastic and reconstructive microsurgery.

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 Berish Strauch for details.
   Contact Reprints@Thieme.com for article reprints.

9 STAFF
   Editor-in-Chief
   Larry Hollier, MD
   Baylor College of Medicine
   Division of Plastic Surgery
   Houston, Texas
   
   Production Manager: Ananya Das
   Advertising: Berish Strauch

10 CIRCULATION: 730

11 CIRCULATION VERIFICATION
   Publisher’s sworn statement.

12 COVERAGE AND MARKET
   a. Coverage: National and International

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 BLACK AND WHITE RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Page</td>
<td>$990</td>
</tr>
<tr>
<td>½ Page</td>
<td>$600</td>
</tr>
<tr>
<td>¼ Page</td>
<td>$290</td>
</tr>
</tbody>
</table>

Advertising Representative
Berish Strauch, MD
5 Flagler Drive
Rye, NY 10580
(914) 967-9019
berishstrauch@gmail.com
15 **COLOR RATES**

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Page</td>
<td>$2,300</td>
</tr>
<tr>
<td>½ Page</td>
<td>$1,900</td>
</tr>
<tr>
<td>¼ Page</td>
<td>$1,600</td>
</tr>
</tbody>
</table>

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.

19 **MECHANICAL REQUIREMENTS**

a. Non-Bleed Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread (2 Fac. Pages)</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>Full Page</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>½ Page (Horiz.)</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>½ Page (Vert.)</td>
<td>3 1/2</td>
<td>10</td>
</tr>
<tr>
<td>¼ Page</td>
<td>3 1/2</td>
<td>5</td>
</tr>
</tbody>
</table>

b. Bleed Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread (2 Fac. Pages)</td>
<td>16 5/8</td>
<td>11 1/8</td>
</tr>
<tr>
<td>Full Page</td>
<td>8 3/8</td>
<td>11 1/8</td>
</tr>
<tr>
<td>½ Page (Horiz.)</td>
<td>8 3/8</td>
<td>5 1/2</td>
</tr>
<tr>
<td>½ Page (Vert.)</td>
<td>4 1/2</td>
<td>11 1/8</td>
</tr>
<tr>
<td>¼ Page</td>
<td>4 1/2</td>
<td>5 1/2</td>
</tr>
<tr>
<td>Trim Size</td>
<td>8 3/8</td>
<td>10 3/8</td>
</tr>
</tbody>
</table>

c. Insert Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Page</th>
<th>Trims to</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>8 1/4 x 11 1/4</td>
<td>8 1/4 x 10 3/8</td>
</tr>
<tr>
<td>4</td>
<td>16 3/4 x 11 1/4</td>
<td></td>
</tr>
</tbody>
</table>

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.