

SEMINARS IN PLASTIC SURGERY

Published by Thieme Publishers

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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
- b. Market Served: Aesthetic Plastic Surgery and Reconstructive Microsurgery.

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

One Page	\$990
½ Page	\$600
¼ Page	\$290

15 COLOR RATES

One Page	\$2,300
½ Page	\$1,900
¼ Page	\$1,600

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

	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 ⅞	11 ⅞
Full Page	8 ⅞	11 ⅞
½ Page (Horiz.)	8 ⅞	5 ½
½ Page (Vert.)	4 ⅞	11 ⅞
¼ Page	4 ⅞	5 ½
Trim Size	8 ⅞	10 ⅞

c. Insert Sizes

	Page	Trims to
Size 2	8 ⅞ x 11 ⅞	8 ⅞ x 10 ⅞
Size 4	16 ¾ x 11 ⅞	

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.