1  ISSUANCE
   a. Frequency: Six issues per year
   b. Issue Date: January, March, May, July, September, November
   c. Mailing Date: First week of publication month

2  ESTABLISHED
   1982

3  EDITORIAL CONTENT
   The journal provides in-depth coverage of important advances in the understanding of normal and disordered human reproductive function— as well as new diagnostic and interventional techniques. Format consists of single-topic articles with strong clinical orientation.

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
   Editors-in-Chief:
   Richard Legro, MD.
   Department of Obstetrics & Gynecology
   Penn State University
   Hershey, PA

9  CIRCULATION: 1,350

10  CIRCULATION VERIFICATION
    Publisher’s sworn statement.

11  COVERAGE AND MARKET
    a. Coverage: National and International
    b. Market Served: Reproductive endocrinologists, OB/GYN

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
    One Page $ 1,275.00
    1/2 Page $ 885.00
    1/4 Page $ 675.00

15  COLOR RATES
    One Page $ 2,630.00
    1/2 Page $ 2,245.00
    1/4 Page $ 2,030.00

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

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<tr>
<td>½ Page (Horiz.)</td>
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<td>5</td>
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<tr>
<td>½ Page (Vert.)</td>
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<tr>
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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.