

CRANIOMAXILLOFACIAL TRAUMA & RECONSTRUCTION

Published by Thieme Publishers
Official Membership Journal of AO CMF

1 ISSUANCE

- a. Frequency: Quarterly
- b. Issue Date: February, May, August, November

2 ESTABLISHED

2008

3 U.S. SUBSCRIPTION RATES

- a. Individuals (P+E): \$269.00
- b. Institutions (P+E): \$829.00
- c. Residents: \$88.00

4 EDITORIAL CONTENT

Publishes primary and review articles covering all aspects of surgery of the head, face and jaw.

5 REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING

All new advertising must be approved. Please send duplicate proofs to Wakiko Ishii.

6 POLICY ON PLACEMENT OF ADVERTISING

Advertising precedes and follows editorial section.

7 EDITORIAL-ADVERTISING RATIO

90% editorial - 10% advertising.

8 SERVICES TO ADVERTISERS

Full article reprints, bulk journal purchases and supplements are available. Contact Wakiko Ishii for details.

9 Editor-in-Chief

Paul N. Manson, M.D.
 Professor and Chief
 Plastic and Reconstructive Surgery
 601 N. Caroline Street
 McElderry 8152F
 Baltimore, MD 21287-0981

Production Manager: Joycelyn Reid

Advertising: Wakiko Ishii

10 CIRCULATION: 3200

11 CIRCULATION VERIFICATION

Publisher's sworn statement.

12 COVERAGE AND MARKET

- a. Coverage: National and International.
- b. Market Served: Ophthalmology, Oral and Maxillofacial Surgery, Otolaryngology, Plastic and Reconstructive Surgery, Dentistry, Facial Plastic Surgery and Trauma Surgery.
- c. Official Membership Journal of AO CMF

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

	1X	4X	8X	12X
One Page	\$1,235	\$1,160	\$1,115	\$1,095
½ Page	\$755	\$700	\$660	\$635
¼ Page	\$385	\$365	\$350	\$340

15 EARNED RATES

Based on number of insertions per calendar year. Space purchased by parent companies and subsidiaries is combined for accounting of earned rate.

16 COLOR RATES: in addition to earned & b/w rates

- a. Standard Color Rate: \$650. per full or fractional page.
- b. Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
- c. Matched Color: \$660. per full or fractional page.
- d. 4-Color Rate: \$1,300. per full or fractional page.

17 BLEED

No charge.

18 INSERTS

- a. Two Page Insert (One Leaf): 3 times earned black and white rate.
- b. Four Page Insert: 5 times earned black and white rate.
- c. All inserts must be submitted to publisher for approval of stock and design, and other mechanical specifications.

19 COVER AND PREFERRED POSITIONS

On an eight-time basis only.

- a. Fourth Cover: 50%.
- b. Second Cover: 35%.
- c. Table of Contents: 25%.
- d. Page Facing 2nd Cover, Facing 1st Text: 20%.

20 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.

21 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 ⅜ x 11 ⅞	8 ⅞ x 10 ⅞
Size 4	16 ¾ x 11 ⅞	

22 PAPER STOCK

- a. Covers: 10 point coated one side.
- b. Body: 60 lb. gloss coated.
- c. Insert Stock Weight: 80 lb. coated or 70 lb. uncoated.

23 BINDING

Perfect Binding.

24 HALFTONE SCREEN

133 for text and covers.

25 REPRODUCTION REQUIREMENTS

Digital art submission required. Follow the instructions at https://caesar.sheridan.com/tsp_procedures/procedureFile.es.php. Then navigate to "General Guidelines" and select "Digital Ads".

26 CLOSING DATES

- a. Complete Film, Mechanicals and Inserts: Due 5 weeks prior to month of publication.
- b. Insertion Orders: Due 5 weeks prior to month of publication.
- c. Publisher's Set Copy: Due 2 months prior to month of publication.
- d. Extensions on Above: Please contact advertising representative.

27 DISPOSITION OF MATERIAL

Material will be held for one year from last issue used and then destroyed, unless otherwise indicated.

28 SHIPPING INSTRUCTIONS

- a. **Contracts and Insertion Orders**
Wakiko Ishii
THIEME
333 Seventh Avenue.
New York, NY 10001
- b. **Mechanicals and Negatives**
David Stewart, Production Manager
THIEME
333 Seventh Avenue
New York, NY 10001
- c. **Inserts**
Neil Myers
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