SEMINARS IN RESPIRATORY AND CRITICAL CARE MEDICINE

Published by Thieme Publishers

1 ISSUANCE
   a. Frequency: Bi-monthly
   b. Issue Date: January, March, May, July, September, November
   c. Mailing Date: First week of publication month

2 ESTABLISHED
   1979

3 U.S. SUBSCRIPTION RATES
   a. Individuals (P+E): $379.00
   b. Institutions (P+E): $1,553.00
   c. Resident Rate: $135.00

4 EDITORIAL CONTENT
   Each issue presents review articles focusing on a single topic concerning clinical advances in the field of pulmonary and critical care medicine.

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:
   Joseph P. Lynch, MD
   Pulmonary Division, Critical Care & Hospitals
   David Geffen School of Medicine at UCLA
   10833 Le Conte Ave., Room 37-131 CHS
   Los Angeles, CA 90005-1690

   Production Manager: Sangeeta Gaur
   Advertising: Kevin Dunn

10 CIRCULATION: 2,320 Includes all chest fellows.

11 CIRCULATION VERIFICATION
   Publisher’s sworn statement.

12 COVERAGE AND MARKET
   b. Market Served: Pulmonary Disease and Internal Medicine

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

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16 COLOR RATES

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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

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b. Bleed Sizes

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c. Insert Sizes

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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 DISPOSITION OF MATERIAL

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