

SEMINARS IN RESPIRATORY AND CRITICAL CARE MEDICINE

Published by Thieme Publishers

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1 ISSUANCE

- Frequency: Bi-monthly
- Issue Date: January, March, May, July, September, November
- Mailing Date: First week of publication month

2 ESTABLISHED

1979

3 U.S. SUBSCRIPTION RATES

- Individuals (P+E): \$367.00
- Institutions (P+E): \$1,483.00
- Resident Rate: \$131.00

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

- Coverage: National and International.
- Market Served: Pulmonary Disease and Internal Medicine

13 CLOSING DATES

- Insertion Orders: Due 45 days prior to month of publication.
- Film, Mechanicals, Inserts: Due 45 days prior to month of publication.
- Publisher's Set Copy: Due 2 months prior to month of publication, billed at cost.
- Cancellations: Are not accepted after closing date.
- Extensions: Please contact advertising representative.

14 AGENCY COMMISSION

15% of gross billing on space, color and preferred positions

15 BLACK AND WHITE RATES

| | |
|----------|----------------|
| One Page | \$1,480 |
| ½ Page | \$1,060 |
| ¼ Page | \$800 |

16 COLOR RATES

| | |
|----------|----------------|
| One Page | \$3,050 |
| ½ Page | \$2,610 |
| ¼ Page | \$2,350 |

17 BLEED

No charge.

18 COVER AND PREFERRED POSITIONS

- Fourth Cover: 50%.
- Second Cover: 35%.
- Table of Contents: 25%.
- 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

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 ⁶ / ₈ | 11 ¹ / ₈ |
| Full Page | 8 ³ / ₈ | 11 ¹ / ₈ |
| ½ Page (Horiz.) | 8 ³ / ₈ | 5 ¹ / ₂ |
| ½ Page (Vert.) | 4 ¹ / ₈ | 11 ¹ / ₈ |
| ¼ Page | 4 ¹ / ₈ | 5 ¹ / ₂ |
| Trim Size | 8 ¹ / ₈ | 10 ⁷ / ₈ |

c. Insert Sizes

| | Page | Trim |
|--------|---|--|
| Size 2 | 8 ³ / ₈ x 11 ¹ / ₈ | 8 ¹ / ₈ x 10 ⁷ / ₈ |
| Size 4 | 16 ³ / ₄ x 11 ⁷ / ₈ | |

21 PAPER STOCK

- Covers: 10 point coated one side.
- Body: 50 lb. matte.
- Insert Stock Weight: 80 lb. coated or 70 lb. uncoated.

22 BINDING

Perfect Binding.

23 HALFTONE SCREEN

133 for text and covers.

24 REPRODUCTION REQUIREMENTS

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

25 DISPOSITION OF MATERIAL

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