

# SEMINARS IN RESPIRATORY AND CRITICAL CARE MEDICINE

Published by Thieme Publishers

Advertising Representative  
Cunningham Associates  
180 Old Tappan Road  
Old Tappan, NJ 07675  
Tel: (201) 767-4170  
Fax: (201) 767-8065  
kdunn@cunnasso.com

## 1 ISSUANCE

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

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

## 2 ESTABLISHED

1979

10 CIRCULATION: 2,320 Includes all chest fellows.

## 3 U.S. SUBSCRIPTION RATES

- Individuals (P+E): \$379.00
- Institutions (P+E): \$1,553.00
- Resident Rate: \$135.00

## 11 CIRCULATION VERIFICATION

Publisher's sworn statement.

## 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.

## 12 COVERAGE AND MARKET

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

## 5 REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING

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

## 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.

## 6 POLICY ON PLACEMENT OF ADVERTISING

Advertising precedes and follows editorial section.

## 14 AGENCY COMMISSION

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

## 7 EDITORIAL-ADVERTISING RATIO

90% editorial - 10% advertising.

## 15 BLACK AND WHITE RATES

One Page	<b>\$1,480</b>
½ Page	\$1,060
¼ Page	\$800

## 8 SERVICES TO ADVERTISERS

Bulk journal purchases and supplements are available, contact Cunningham Associates for details.  
Contact [Reprints@Thieme.com](mailto:Reprints@Thieme.com) for Editorial reprints.

## 9 STAFF

### Editor-in-Chief:

Joseph P. Lynch, MD

Pulmonary Division, Critical Care & Hospitals

16 COLOR RATES

One Page	<b>\$3,050</b>
½ Page	\$2,610
¼ Page	\$2,350

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

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

c. Insert Sizes

	Page	Trim
Size 2	8 <sup>3</sup> / <sub>8</sub> x 11 <sup>1</sup> / <sub>8</sub>	8 <sup>1</sup> / <sub>8</sub> x 10 <sup>7</sup> / <sub>8</sub>
Size 4	16 <sup>3</sup> / <sub>4</sub> x 11 <sup>7</sup> / <sub>8</sub>	

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.