SEMINARS IN NEUROLOGY

1 ISSUANCE
   a. Frequency: 6 issues per year
   b. Issue Date: February, April, June, August, September, November
   c. Mailing Date: First week of publication month

2 ESTABLISHED
   1980

3 EDITORIAL CONTENT
   Each issue presents review articles focusing on a single topic dealing with clinical and technical advances in the field of neurology.

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
   Editor-in-Chief
   David Greer, MD
   Department of Neurology
   Yale University School of Medicine
   15 York Street
   New Haven, CT 06520
   
   Production Manager: Tanya Punj
   Advertising: James G. Pattis

9 CIRCULATION:
   2,680 Includes all third and fourth year neurology residents.

10 CIRCULATION VERIFICATION
   Publisher's sworn statement.

11 COVERAGE AND MARKET
   b. Market Served: Neurologists

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 $1,490
   ½ Page $1,060
   ¼ Page $790

15 COLOR RATES
   
   One Page $2,990
   ½ Page $2,560
   ¼ Page $2,290

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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   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.