1 ISSUANCE
   a. Frequency: 5
   b. Issue Date: March, June, August, October, December
   c. Mailing Date: First week of publication month

2 ESTABLISHED
   1984

3 EDITORIAL CONTENT
   Each issue presents review articles focusing on a single
   topic concerning clinical and technical advances in the
   field of interventional radiology.

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.
   For article reprints, contact: Reprints@thieme.com

8 STAFF
   Editor-in-Chief
   Charles Ray Jr.
   University of Colorado Health Sciences Center
   777 Bannock Street
   Mail Code 0024
   Denver, CO 80204

   Production Manager: Joycelyn Reid
   Advertising: James C. Cunningham

9 CIRCULATION:
   1,300. Includes all fellows in interventional
   radiology

10 CIRCULATION VERIFICATION
   Publisher’s sworn statement.

11 COVERAGE AND MARKET
   b. Market Served: Hepatologists and
      Gastroenterologists

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

<table>
<thead>
<tr>
<th>Pages</th>
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<tr>
<td>One Page</td>
<td>$1,420</td>
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15 COLOR RATES

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<tr>
<td>½ Page</td>
<td>$2,460</td>
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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
      | Spread (2 Fac. Pages) | 14 | 10 |
      | Full Page             | 7  | 10 |
      | 1/2 Page (Horiz.)     | 7  | 5  |
      | 1/2 Page (Vert.)      | 3 1/2 | 10 |
      | 1/4 Page              | 3 1/2 | 5  |

   b. Bleed Sizes
      | Spread (2 Fac. Pages) | 16 5/8 | 11 1/8 |
      | Full Page             | 8 5/8   | 11 1/8 |
      | 1/2 Page (Horiz.)     | 8 3/8   | 5 1/2  |
      | 1/2 Page (Vert.)      | 4 1/8   | 11 1/8 |
      | 1/4 Page              | 4 1/8   | 5 1/2  |
      | Trim Size             | 8 1/8   | 10 7/8 |

   c. Insert Sizes
      | Size 2                | 8 1/8 x 11 1/8 |
      | Size 4                | 16 3/4 x 11 7/8 |

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.

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