1 ISSUANCE
   a. Frequency: 6 times a year
   b. Issue Date: February, April, June, August, October, December
   c. Mailing Date: First week of publication month

2 ESTABLISHED
   September 1977

3 U.S. SUBSCRIPTION RATES
   a. Individuals (P+E): $320.00
   b. Institutions (P+E): $1,101.00
   c. Resident Rate: $102.00

4 EDITORIAL CONTENT
   Each issue presents review articles focusing on a single topic concerning clinical and technical advances in musculoskeletal radiology.

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
   Editors-in-Chief
   Laura W. Bancroft, MD
   Chief of Musculoskeletal Imaging - Florida Hospital Orlando
   Department Chair of Radiology and
   Professor - University of Central Florida College of Medicine
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   College of Medicine
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   Department of Radiology
   Leeds Teaching Hospitals
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   Leeds, LS7 4SA United Kingdom

   Production Manager: Joycelyn Reid
   Advertising: James C. Cunningham

10 CIRCULATION: 1,030

11 CIRCULATION VERIFICATION
   Publisher’s sworn statement.

12 COVERAGE AND MARKET
   b. Market Served: Musculoskeletal Radiologists, Orthopedic Surgeons

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

<table>
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<th>Format</th>
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<td>One Page</td>
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<tr>
<td>½ Page</td>
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16 **COLOR RATES**

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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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<tr>
<td>½ Page (Horiz.)</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>½ Page (Vert.)</td>
<td>3 ½</td>
<td>10</td>
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<tr>
<td>¼ Page</td>
<td>3 ½</td>
<td>5</td>
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</table>

b. **Bleed Sizes (No charge)**

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<td>4 ½</td>
<td>11 ¼</td>
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<tr>
<td>¼ Page</td>
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<td>10 ¼</td>
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c. **Insert Sizes**

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</tr>
<tr>
<td>Size 4</td>
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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.

23 **DISPOSITION OF MATERIAL**

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