SEMINARS IN MUSCULOSKELETAL RADIOLOGY

Published by Thieme Publishers

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 EDITORIAL CONTENT
   Each issue presents review articles focusing on a single topic concerning clinical and technical advances in musculoskeletal 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. Contact Reprints@Thieme.com for Editorial reprints.

8 STAFF
   Editors-in-Chief
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   San Diego Medical Center
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Production Manager: Jocelyn Reid
Advertising: James C. Cunningham

9 CIRCULATION: 1,030

10 CIRCULATION VERIFICATION
   Publisher’s sworn statement.

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

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

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

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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%.

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.

MECHANICAL REQUIREMENTS

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b. Bleed Sizes (No charge)

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c. Insert Sizes

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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.

BINDING

Perfect Binding.

HALFTONE SCREEN

133 for text and covers.