

# FACIAL PLASTIC SURGERY

Published by Thieme Publishers

Advertising Representative

Berish Strauch

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## 1 ISSUANCE

- Frequency: 6 Times/Year
- Issue Date: February, April, June, August, October, December
- Mailing Date: 1<sup>st</sup> week of publication month

### Editor-in-Chief

Anthony P. Scalfani, MD  
Directory, Facial Plastic Surgery  
New York Eye and Ear Infirmary  
310 East 14 Street, 6<sup>th</sup> Floor  
New York, NY 10003

## 2 ESTABLISHED

1983

**Production Manager:** Ananya Das

**Advertising:** Berish Strauch

## 3 U.S. SUBSCRIPTION RATES

- Individuals (P+E): \$413.00
- Institutions (P+E): \$1,354.00
- Residents: \$131.00

10 CIRCULATION: 1,250

## 11 CIRCULATION VERIFICATION

Publisher's sworn statement.

## 4 EDITORIAL CONTENT

Each issue presents articles focusing on a single topic concerning clinical and technical advances in the field of facial plastic and reconstructive surgery.

## 12 COVERAGE AND MARKET

- Coverage: National and International.
- Market Served: Otolaryngologists, Otorhinolaryngologists, Plastic Surgeons, Maxillofacial and Dermatologic Surgeons.

## 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.

## 7 EDITORIAL-ADVERTISING RATIO

90% editorial - 10% advertising.

## 14 BLACK AND WHITE RATES

One Page	<b>\$1,270</b>
½ Page	\$890
¼ Page	\$680

## 9 STAFF

Publisher  
Thieme  
333 Seventh Avenue  
New York, NY 10001  
(212) 760-0888

15 COLOR RATES

One Page	<b>\$2,700</b>
½ Page	\$2,330
¼ Page	\$2,110

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

	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 ⅞	11 ⅞
Full Page	8 ⅞	11 ⅞
½ Page (Horiz.)	8 ⅞	5 ½
½ Page (Vert.)	4 ⅞	11 ⅞
¼ Page	4 ⅞	5 ½
Trim Size	8 ⅞	10 ⅞

c. Insert Sizes

	Page	Trims to
Size 2	8 ⅞ x 11 ⅞	8 ⅞ x 10 ⅞
Size 4	16 ¾ x 11 ⅞	

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 REPRODUCTION REQUIREMENTS

Digital art submission required. Follow the instructions at [https://caesar.sheridan.com/tsp\\_procedures/procedureFiles.php](https://caesar.sheridan.com/tsp_procedures/procedureFiles.php). Then navigate to "General Guidelines" and select "Digital Ads".

24 DISPOSITION OF MATERIAL

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