FACIAL PLASTIC SURGERY

Published by Thieme Publishers

1 ISSUANCE
   a. Frequency: 6 Times/Year
   b. Issue Date: February, April, June, August, October, December
   c. Mailing Date: 1st week of publication month

2 ESTABLISHED
   1983

3 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.

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 Berish Strauch for details.
   Contact Reprints@Thieme.com for Editorial reprints.

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

9 CIRCULATION:
   1,250

10 CIRCULATION VERIFICATION
   Publisher’s sworn statement.

11 COVERAGE AND MARKET

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 BLACK AND WHITE RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>One Page</td>
<td>$1,295.00</td>
</tr>
<tr>
<td>½ Page</td>
<td>$910.00</td>
</tr>
<tr>
<td>¼ Page</td>
<td>$695.00</td>
</tr>
</tbody>
</table>

Advertising Representative
Berish Strauch
5 Flagler Drive
Rye, NY 10580
Tel: (914) 967-9019
berishstrauch@gmail.com

Editor-in-Chief
Anthony P. Scalfani, MD
Directory, Facial Plastic Surgery
New York Eye and Ear Infirmary
310 East 14 Street, 6th Floor
New York, NY 10003

Production Manager: Ajoy Samuel Sircar
Advertising: Berish Strauch
14 COLOR RATES

<table>
<thead>
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<th>Size</th>
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<tbody>
<tr>
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<td>$2,755</td>
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<tr>
<td>½ Page</td>
<td>$2,375</td>
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<tr>
<td>¼ Page</td>
<td>$2,150</td>
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</tbody>
</table>

15 BLEED
No charge.

16 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%.

17 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.

18 MECHANICAL REQUIREMENTS
a. Non-Bleed Sizes

<table>
<thead>
<tr>
<th>Size</th>
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<th>Height</th>
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<tbody>
<tr>
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<td>14</td>
<td>10</td>
</tr>
<tr>
<td>Full Page</td>
<td>7</td>
<td>10</td>
</tr>
<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>
</tr>
<tr>
<td>¼ Page</td>
<td>3 ½</td>
<td>5</td>
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</table>

b. Bleed Sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
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<tbody>
<tr>
<td>Spread (2 Fac. Pages)</td>
<td>16 ⅝</td>
<td>11 ⅜</td>
</tr>
<tr>
<td>Full Page</td>
<td>8 ⅜</td>
<td>11 ⅜</td>
</tr>
<tr>
<td>½ Page (Horiz.)</td>
<td>8 ⅔</td>
<td>5 ½</td>
</tr>
<tr>
<td>½ Page (Vert.)</td>
<td>4 ⅛</td>
<td>11 ⅜</td>
</tr>
<tr>
<td>¼ Page</td>
<td>4 ⅛</td>
<td>5 ½</td>
</tr>
<tr>
<td>Trim Size</td>
<td>8 ⅛</td>
<td>10 ⅛</td>
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c. Insert Sizes

<table>
<thead>
<tr>
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<tr>
<td>Size 2</td>
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</tr>
<tr>
<td>Size 4</td>
<td>16 ⅔ x 11 ½</td>
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</tbody>
</table>

19 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.

20 BINDING
Perfect Binding.

21 HALFTONE SCREEN
133 for text and covers.

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