

# AMERICAN JOURNAL OF PERINATOLOGY

Published by Thieme Publishers

## Advertising Representative Cunningham Associates

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## 1 ISSUANCE

- Frequency: 14 issues annually
- Issue Date: January x2, February, March, April, May, June, July x2, August, September, October, November, December
- Mailing Date: Last week of publication month

## 2 ESTABLISHED

1983

## 3 U.S. SUBSCRIPTION RATES

- Individuals (P+E): \$472.00
- Institutions (P+E): \$1768.00
- Resident Rate: \$119.00

## 4 EDITORIAL CONTENT

This journal provides the most up-to-date clinical information on all aspects of perinatal care and critical care management. Each issue features peer-reviewed articles on perinatology, neonatology, pediatrics and obstetrics.

## 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](mailto:Reprints@Thieme.com) for Article reprints.

## 9 STAFF

### Editors-in-Chief

Rosemary D. Higgins

Center for Developmental Biology and Perinatal Health  
NICHD/NIH, Bethesda, MD

10 CIRCULATION: 1,075

## 11 CIRCULATION VERIFICATION

Publisher's sworn statement.

## 12 COVERAGE AND MARKET

- Coverage: National and International.
- Market Served: Perinatologists, Maternal Fetal Medicine, OB/GYN, Pediatricians

## 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.

## 14 AGENCY COMMISSION

15% of gross billing on space, color and preferred positions

## 15 BLACK AND WHITE RATES

	1X	5X	10X	20X
One Page	\$1,180	\$1,090	\$990	\$960
½ Page	\$655	\$620	\$595	\$560
¼ Page	\$370	\$350	\$340	\$320

## 16 EARNED RATES

Based on number of insertions per calendar year. Space purchased by parent companies and subsidiaries is combined for accounting of earned rate.

- 17 COLOR RATES are in addition to B/W rates
- Standard Color Rate: \$655 per full or fractional page.
  - Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
  - Matched Color: \$685 per full or fractional page.
  - 4-Color Rate: \$1,390 per full or fractional page.

18 BLEED  
No charge.

- 19 INSERTS
- Two Page Insert (One Leaf): 3 times earned black and white rate.
  - Four Page Insert: 5 times earned black and white rate.
  - All inserts must be submitted to publisher for approval of stock and design, and other mechanical specifications.

- 20 COVER AND PREFERRED POSITIONS
- On an eight-time basis only.
- Fourth Cover: 50%.
  - Second Cover: 35%.
  - Table of Contents: 25%.
  - Page Facing 2nd Cover, Facing 1st Text: 20%.

21 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.

22 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 6/8	11 1/8
Full Page	8 3/8	11 1/8
½ Page (Horiz.)	8 3/8	5 1/2
½ Page (Vert.)	4 1/8	11 1/8
¼ Page	4 1/8	5 1/2
Trim Size	8 1/8	10 7/8

c. Insert Sizes

	Page	Trim
Size 2	8 3/8 x 11 1/8	8 1/8 x 10 7/8

Size 4	16 3/4 x 11 7/8
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- 23 PAPER STOCK
- Covers: 10 point coated one side.
  - Body: 60 lb. gloss coated.
  - Insert Stock Weight: 80 lb. coated or 70 lb. uncoated.

24 BINDING  
Perfect Binding.

25 HALFTONE SCREEN  
133 for text and covers.

26 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".

- 27 CLOSING DATES
- Complete Film, Mechanicals and Inserts: Due 5 weeks prior to month of publication.
  - Insertion Orders: Due 5 weeks prior to month of publication.
  - Publisher's Set Copy: Due 2 months prior to month of publication.
  - Extensions on Above: Please contact advertising representative.

28 DISPOSITION OF MATERIAL

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

29 SHIPPING INSTRUCTIONS

- Contracts and Insertion Orders**  
Jim Cunningham  
Cunningham Associates  
180 Old Tappan Road  
Old Tappan, NJ 07675
- Mechanicals and Negatives**  
David Stewart, Production Editor  
THIEME  
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- Inserts**  
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