

# SEMINARS IN THROMBOSIS AND HEMOSTASIS

Published by Thieme Publishers

Advertising Representative

**Cunningham Associates**

180 Old Tappan Road  
Old Tappan, NJ 07675

Tel: (201) 767-4170

Fax: (201) 767-8065

kdunn@cunnasso.com

## 1 ISSUANCE

- Frequency: Eight issues per year
- Issue Date: February, March, April, June, July, September, October, November
- Mailing Date: First week of publication month

## 2 ESTABLISHED

January 1984

## 3 U.S. SUBSCRIPTION RATES

- Individuals (P+E): \$396.00
- Institutions (P+E): \$1,548.00
- Resident Rate: \$130.00

## 4 EDITORIAL CONTENT

Each issue presents review articles focusing on a single topic concerning clinical advances in the field of hematology

## 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 Editorial reprints.

## 9 STAFF

### Editor-in-Chief

Professor Emmanuel Falavero, MD  
Westmead Hospital  
Sydney, Australia

**Production Manager:** Subhankar De

**Advertising:** Kevin Dunn

## 10 CIRCULATION: 1,265

## 11 CIRCULATION VERIFICATION

Publisher's sworn statement.

## 12 COVERAGE AND MARKET

- Coverage: National and International.
- Market Served: Hematologists

## 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	4X	8X	12X	24X
One Page	\$1,465	\$1,350	\$1,290	\$1,190	\$1,130
½ Page	\$1,025	\$920	\$875	\$805	\$760
¼ Page	\$780	\$655	\$620	\$590	\$540

## 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 in addition to B/W rates

- Standard Color Rate: \$665 per full or fractional page.
- Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
- Matched Color: \$740 per full or fractional page.
- 4-Color Rate: \$1,550 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.

- c. 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.

- a. Fourth Cover: 50%.
- b. Second Cover: 35%.
- c. Table of Contents: 25%.
- d. 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	

23 PAPER STOCK

- a. Covers: 10 point coated one side.
- b. Body: 60 lb. gloss coated.
- c. 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

- a. Complete Film, Mechanicals and Inserts: Due 5 weeks prior to month of publication.
- b. Insertion Orders: Due 5 weeks prior to month of publication.
- c. Publisher's Set Copy: Due 2 months prior to month of publication.
- d. 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

- a. **Contracts and Insertion Orders**

Kevin Dunn  
Cunningham Associates  
180 Old Tappan Road  
Old Tappan, NJ 07675

- b. **Mechanicals and Negatives**

David Stewart, Production Editor  
THIEME  
333 Seventh Avenue.  
New York, NY 10001

- c. **Inserts**

Neil Myers  
THE SHERIDAN PRESS  
450 Fame Avenue  
Hanover, PA 17331