

# SEMINARS IN HEARING

Published by Thieme Publishers

Advertising Representative  
**Cunningham Associates**  
 180 Old Tappan Road  
 Old Tappan, NJ 07675  
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[jcunningham@cunnesso.com](mailto:jcunningham@cunnesso.com)

## 1 ISSUANCE

- a. Frequency: Quarterly
- b. Issue Date: February, April, July, October
- c. Mailing Date: First week of publication month

## 2 ESTABLISHED

1980

## 3 U.S. SUBSCRIPTION RATES

- a. Individuals (P+E): \$142.00
- b. Institutions (P+E): \$834.00

## 4 EDITORIAL CONTENT

Each issue presents review articles focusing on a single topic concerning clinical and technical advances in the field of audiology. CE credit is offered.

## 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

Catherine V. Palmer, PhD  
 Director, Div. of Audiology & Hearing Aids  
 University of Pittsburgh  
 203 Lothrop Street  
 Pittsburgh, PA 15213

**Production Manager:** Joycelyn Reid

**Advertising:** James C. Cunningham

## 10 CIRCULATION: 2,025

## 11 CIRCULATION VERIFICATION

Publisher's sworn statement.

## 12 COVERAGE AND MARKET

- a. Coverage: National and International.
- b. Market Served: Audiologists

## 13 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.

## 14 AGENCY COMMISSION

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

## 15 BLACK AND WHITE RATES

	1X	4X	8X	12X
One Page	\$1,295	\$1,130	\$1,095	\$1,045
½ Page	\$905	\$790	\$755	\$705
¼ Page	\$695	\$590	\$520	\$495

## 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 earned B/W rates
- Standard Color Rate: \$630 per full or fractional page.
  - Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
  - Matched Color: \$660 per full or fractional page.
  - 4-Color Rate: \$1,375 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)	11	8 1/2
Full Page	5 1/2	8 1/2
1/2 Page (Horiz.)	5 1/2	4 1/2
1/2 Page (Vert.)	2 3/4	8 1/2
1/4 Page	2 3/4	4 1/2

- b. Bleed Sizes

	Width	Height
Spread (2 Fac. Pages)	14 1/2	10 1/4
Full Page	7 1/4	10 1/4
1/2 Page (Horiz.)	7 1/4	5 1/8
1/2 Page (Vert.)	3 5/8	10 1/4
1/4 Page	3 5/8	5 1/8
Trim Size	6 7/8	10

- c. Insert Sizes

	Page
Size 2	7 1/8 x 10 1/4

Size 4	14 1/2 x 10 1/4
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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 Manager  
THIEME  
333 Seventh Avenue.  
New York, NY 10001
- Inserts**  
Neil Myers  
THE SHERIDAN PRESS  
Seminars in Hearing  
450 Fame Avenue  
Hanover, PA 17331