

SEMINARS IN INTERVENTIONAL RADIOLOGY

Published by Thieme Publishers

Advertising Representative
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1 ISSUANCE

- a. Frequency: Quarterly
- b. Issue Date: February, May, August, November
- c. Mailing Date: First week of publication month

2 ESTABLISHED

1984

3 U.S. SUBSCRIPTION RATES

- a. Individuals (P+E): \$278.00
- b. Institutions (P+E): \$1,015.00
- c. Resident Rate: \$99.00

4 EDITORIAL CONTENT

Each issue presents review articles focusing on a single topic concerning clinical and technical advances in the field of interventional radiology. CME 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. For article reprints, contact: Reprints@thieme.com

9 STAFF

Editor-in-Chief

Charles Ray Jr.
 University of Colorado Health Sciences Center
 777 Bannock Street
 Mail Code 0024
 Denver, CO 80204

Production Manager: Joycelyn Reid

Advertising: James C. Cunningham

10 CIRCULATION:

1,285. Includes all fellows in interventional radiology

11 CIRCULATION VERIFICATION

Publisher's sworn statement.

12 COVERAGE AND MARKET

- a. Coverage: National and International.
- b. Market Served: Hepatologists and Gastroenterologists

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	\$1,390	\$1,275	\$1,205	\$1,130
½ Page	\$980	\$865	\$820	\$770
¼ Page	\$750	\$635	\$575	\$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.

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	

- 17 COLOR RATES are in addition to earned B/W rates
- Standard Color Rate: \$670 per full or fractional page.
 - Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
 - Matched Color: \$695 per full or fractional page.
 - 4-Color Rate: \$1,440 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
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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. 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 Interventional Radiology
450 Fame Avenue
Hanover, PA 17331