

SEMINARS IN PLASTIC SURGERY

Published by Thieme Publishers

Advertising Representative

Berish Strauch, MD

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1 ISSUANCE

- a. Frequency: Quarterly
- b. Issue Date: February, May, August, October
- c. Mailing Date: 1st week of publication month

2 ESTABLISHED

1986 (formerly 'Perspectives in Plastic Surgery and Outlooks')

3 U.S. SUBSCRIPTION RATES

- a. Individuals (P+E): \$332.00
- b. Institutions (P+E): \$1,120.00
- c. Residents: \$114.00

4 EDITORIAL CONTENT

Covering entire field of aesthetic plastic and reconstructive microsurgery.

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 Berish Strauch for details.

Contact Reprints@Thieme.com for article reprints.

9 STAFF

Editor-in-Chief

Larry Hollier, MD

Baylor College of Medicine

Division of Plastic Surgery

Houston, Texas

Production Manager: Ananya Das

Advertising: Berish Strauch

10 CIRCULATION: 725

11 CIRCULATION VERIFICATION

Publisher's sworn statement.

12 COVERAGE AND MARKET

- a. Coverage: National and International
- b. Market Served: Aesthetic Plastic Surgery and Reconstructive Microsurgery.

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 BLACK AND WHITE RATES

	1X	4X	8X	12X
One Page	\$980	\$910	\$880	\$840
½ Page	\$590	\$545	\$505	\$490
¼ Page	\$285	\$270	\$255	\$245

15 EARNED RATES

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

16 COLOR RATES are in addition to B/W Rates

- a. Standard Color Rate: \$630 per full or fractional page.
- b. Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
- c. Matched Color: \$660 per full or fractional page.
- d. 4-Color Rate: \$1,300 per full or fractional page.

17 BLEED

No charge.

18 INSERTS

- a. Two Page Insert (One Leaf): 3 times earned black and white rate.
- b. 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.

19 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%.

20 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.

21 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 ⅞	11 ⅞
Full Page	8 ⅞	11 ⅞
½ Page (Horiz.)	8 ⅞	5 ½
½ Page (Vert.)	4 ⅞	11 ⅞
¼ Page	4 ⅞	5 ½

Trim Size	8 ⅞	10 ⅞
c. Insert Sizes		
	Page	Trims to
Size 2	8 ⅞ x 11 ⅞	8 ⅞ x 10 ⅞
Size 4	16 ¾ x 11 ⅞	

22 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.

23 BINDING

Perfect Binding.

24 HALFTONE SCREEN

133 for text and covers.

25 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".

26 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.

27 DISPOSITION OF MATERIAL

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

28 SHIPPING INSTRUCTIONS

- a. **Contracts and Insertion Orders**
Berish Strauch, MD
5 Flagler Drive
Rye, NY 10580
- b. **Mechanicals and Negatives**
David Stewart, Production Editor
333 Seventh Avenue
New York, NY 10001
- c. **Inserts**
Neil Myers
The Sheridan Press
450 Fame Avenue
Hanover, PA 17331