

# SEMINARS IN REPRODUCTIVE MEDICINE

Published by Thieme Publishers

## 1 ISSUANCE

- Frequency: Six issues per year
- Issue Date: January, March, April, June, August, October
- Mailing Date: First week of publication month

## 2 ESTABLISHED

1982

## 3 U.S. SUBSCRIPTION RATES

- Individuals (P+E): \$378.00
- Institutions (P+E): \$1,307.00
- Resident Rate: \$114.00

## 4 EDITORIAL CONTENT

The journal provides in-depth coverage of important advances in the understanding of normal and disordered human reproductive function – as well as new diagnostic and interventional techniques. Format consists of single-topic articles with strong clinical orientation.

## 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

### Editors-in-Chief:

Serdar Bulun, MD.  
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Chicago, IL

Richard Legro, MD.  
Department of Obstetrics & Gynecology  
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## 10 CIRCULATION: 1,345

## 11 CIRCULATION VERIFICATION

Publisher's sworn statement.

## 12 COVERAGE AND MARKET

- Coverage: National and International.
- Market Served: Reproductive endocrinologists, OB/GYN

## 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	3X	6X	12X
One Page	\$1,215	\$1,085	\$1,040	\$975
½ Page	\$850	\$755	\$720	\$670
¼ Page	\$645	\$535	\$495	\$485

## 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: \$645 per full or fractional page.
  - Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
  - Matched Color: \$675 per full or fractional page.
  - 4-Color Rate: \$1,310 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 <sup>6</sup> / <sub>8</sub>	11 <sup>1</sup> / <sub>8</sub>
Full Page	8 <sup>3</sup> / <sub>8</sub>	11 <sup>1</sup> / <sub>8</sub>
½ Page (Horiz.)	8 <sup>3</sup> / <sub>8</sub>	5 <sup>1</sup> / <sub>2</sub>
½ Page (Vert.)	4 <sup>1</sup> / <sub>8</sub>	11 <sup>1</sup> / <sub>8</sub>
¼ Page	4 <sup>1</sup> / <sub>8</sub>	5 <sup>1</sup> / <sub>2</sub>
Trim Size	8 <sup>1</sup> / <sub>8</sub>	10 <sup>7</sup> / <sub>8</sub>

c. Insert Sizes

	Page	Trim
Size 2	8 <sup>3</sup> / <sub>8</sub> x 11 <sup>1</sup> / <sub>8</sub>	8 <sup>1</sup> / <sub>8</sub> x 10 <sup>7</sup> / <sub>8</sub>

Size 4	16 <sup>3</sup> / <sub>4</sub> x 11 <sup>7</sup> / <sub>8</sub>
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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

a. **Contracts and Insertion Orders**

Jim Cunningham  
Cunningham Associates  
180 Old Tappan Road  
Old Tappan, NJ 07675

b. **Mechanicals and Negatives**

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

c. **Inserts**

Neil Myers  
THE SHERIDAN PRESS  
Seminars in Reproductive Medicine  
450 Fame Avenue  
Hanover, PA 17331