

# JOURNAL OF KNEE SURGERY

**Published by Thieme Publishers**

Advertising Representative

Cunningham Associates

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## 1 ISSUANCE

- a. Frequency: 10
- b. Issue Dates: January, February, March, April, May, July, August, September, October, November
- c. Mailing Date: First week of publication month

## 2 ESTABLISHED

1988

## 3 U.S. SUBSCRIPTION RATES

- a. Individuals (P+E): \$303.00
- b. Institutions (P+E): \$1,078.00

## 4 EDITORIAL CONTENT

Is devoted to providing a forum in the field where information is readily available to practicing Knee Surgeons.

## 5 REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING

All new advertising must be approved. Please send duplicate proofs to [Journals@thieme.com](mailto:Journals@thieme.com).

## 6 POLICY ON PLACEMENT OF ADVERTISING

Advertising precedes and follows editorial section.

## 7 EDITORIAL-ADVERTISING RATIO

90% editorial - 10% advertising.

## 8 SERVICES TO ADVERTISERS

Article reprints, bulk journal purchases and supplements are available. Contact Wakiko Ishii for details.

## 9 Editor-in-Chief

James P. Stannard  
J Vernon Luck Distinguished Professor  
Chairman, Department of Orthopaedic Surgery  
University of Missouri Hospital  
MC213 McHaney Hall  
One Hospital Drive  
Columbia, MO 65212

**Production Manager:** Mitali Vyas

**Advertising:** James C. Cunningham

## 10 CIRCULATION: 1,000

## 11 CIRCULATION VERIFICATION

Publisher's sworn statement.

## 12 COVERAGE AND MARKET

- a. Coverage: National and International.
- b. Market Served: Arthroscopy, Arthroplasty, Sports Medicine, Imaging, and Reconstructive Surgery

## 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	\$1,108	\$1,066	\$1,020	\$980
½ Page	\$678	\$638	\$587	\$572
¼ Page	\$347	\$337	\$327	\$317

## 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

- a. Standard Color Rate: \$660 per full or fractional page.
- b. Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
- c. Matched Color: \$670. per full or fractional page.

- d. 4-Color Rate: \$1,320. per full or fractional page.
- e. Color charges are in addition to earned black and white rates.

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 ⅛
Full Page	8 ⅜	11 ⅛
½ Page (Horiz.)	8 ⅜	5 ½
½ Page (Vert.)	4 ⅛	11 ⅛
¼ Page	4 ⅛	5 ½
Trim Size	8 ⅛	10 ⅞

c. Insert Sizes

	Page	Trims to
Size 2	8 ⅜ x 11 ⅛	8 ⅛ x 10 ⅞
Size 4	16 ¾ x 11 ⅛	

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](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**

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  
Journal of Knee Surgery  
450 Fame Avenue  
Hanover, PA 17331