

JOURNAL OF RECONSTRUCTIVE MICROSURGERY

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 The Official Journal of The American Society for Reconstructive Microsurgery
 The International Society of Reconstructive Microsurgery
 The American Society for the Peripheral Nerve

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1 ISSUANCE

- Frequency:** 9 Times/Year
- Issue Date:** January, February, March, May, June, July, September, October, November
- Mailing Date:** 1st week of publication month.

2 ESTABLISHED

1984

3 U.S. SUBSCRIPTION RATES

- Physicians:** \$327.00 per year.
- Institutions:** \$907.00 per year.
- Resident Rate:** \$138.00 per year.

4 EDITORIAL CONTENT

Each issue presents original articles concerning clinical and technical advances in reconstructive microneurovascular surgery. Pertinent cumulative reviews are included.

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

Editorial reprints, bulk journal purchases and supplements are available. Contact Berish Strauch for details.

9 STAFF

Publisher

Thieme
 333 Seventh Avenue
 New York, NY 10001
 (212) 760-0888

Editor-in-Chief

Peter C. Neligan, MD, FRCS (I) m FRCS, FACS
 University of Washington
 1959 NE Pacific St.
 University Box#356410
 Seattle, WA 98195-6165

Production Editor: David Stewart

Advertising: Sergio Cardoso

10 CIRCULATION: 1,019

11 CIRCULATION VERIFICATION

Publisher's sworn statement.

12 COVERAGE AND MARKET

- Coverage:** National and International.
- Market Served:** Plastic Surgeons, Vascular Surgeons, Trauma Surgeons, Head and Neck Surgeons, Peripheral Nerve Surgeons, Transplantation Surgeons, and Hand Surgeons.
- Official Organ,** ABRM, ASPN + WSRM

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 BLACK AND WHITE RATES

	1X	4X	8X	16X
One Page	\$1,258	\$1,134	\$1,069	\$1,110
1/2 Page	\$883	\$792	\$750	\$709
1/4 Page	\$624	\$553	\$521	\$502

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

- Standard Color Rate:** \$574. per full or fractional page.
- Standard AAAA Colors:** Red, Green, Blue, Yellow and Orange.
- Matched Color:** \$599. per full or fractional page.
- 4-Color Rate:** \$1,342. per full or fractional page.
- 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
1/2 Page (Horiz.)	7	5
1/2 Page (Vert.)	3 1/2	10
1/4 Page	3 1/2	5

b. Bleed Sizes

	Width	Height
Spread (2 Fac. Pages)	16 5/8	11 1/8
Full Page	8 3/8	11 1/8
1/2 Page (Horiz.)	8 3/8	5 1/2
1/2 Page (Vert.)	4 1/8	11 1/8
1/4 Page	4 1/8	5 1/2
Trim Size	8 1/8	10 7/8

c. Insert Sizes

	Page	Trims to
Size 2	8 3/8 x 11 1/8	8 1/8 x 10 7/8.
Size 4	16 3/4 x 11 1/8	

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

- a. Digital art submission required. Follow the instructions at http://dx.sheridan.com/guidelines/digital_ads.html
- b. If film is supplied, it will be converted to a digital file using copydot technology and your proof will be used for matching on press. The conversion will be billed at cost, non-commissionable. For film AAAA/MPA/ABP standards apply. Supply negatives, right-reading, emulsion side down. Each piece of film should have color identified at top center and trim and register marks on all sides. Provide 2 proofs.
- c. If finished artwork is provided, the publisher can set type, scan artwork, and make proofs. This is billed at cost and is non-commissionable.

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

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b. Mechanicals and Negatives

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New York, NY 10001

c. Inserts

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