

CLINICAL AND APPLIED THROMBOSIS/HEMOSTASIS FOR 2006

RATE CARD NUMBER 12

Representative

Publisher

Westminster Publications
708 Glen Cove Avenue
Glen Head, NY 11545
516-759-0025 FAX: 516-759-5524

GENERAL INFORMATION

1. Issuance:

- a. Frequency: 4 times a year. January, April, July, and October.
- b. Issue date: first day of publication month.
Delivery: by mail, in protective poly wrapper.

2. Established:

January, 1995.

3. Organizational Affiliations:

Official Journal of the International Academy of Clinical and Applied Thrombosis/Hemostasis.

4. Subscription Data:

- a. Rates:
Individual subscription: domestic \$199.00,
foreign (surface mail) \$234.00, (airmail) \$245.00.
Institutional subscription: domestic \$320.00,
foreign (surface mail) \$340.00, (airmail) \$360.00.
Issues delivered outside the U.S. via airmail have a guaranteed
delivery date of 15 days or less from publication date.
Single issues, \$55.00 plus postage.
- b. Annual percentage of subscription renewals: 92%

5. Special Issues:

Symposia and supplements. Bonus distribution at US/Canadian Academy of Pathology, ASH, ASCP/CAP meeting, and other related meetings.

6. Editorial Content:

Clinical and Applied Thrombosis/Hemostasis is a multidisciplinary journal dedicated to reporting original research in all clinical and applied aspects of thrombosis, thrombolysis, and hemorrhagic disorders, including abnormalities of the vasculature. The journal presents information on the clinical or laboratory management of thrombohemorrhagic or fibrinolytic disorders and also covers the pharmaceutical, in vitro, and diagnostic aspects of thrombosis, hemorrhage or thrombolysis.

7. Advertising Acceptance and Copy Restrictions:

All advertising copy is subject to the approval of the publisher and editor(s).

8. Placement Policy For Advertising:

Precedes and follows editorial section and appears on covers.

9. Editorial/Advertising Ratio:

Mainly editorial with limited space available for advertising.

10. Service To Advertisers:

- a. Selective Symposia Issues:
Inquiries should be addressed to: Westminster Publications
- b. Availability of Editorial Reprints:
Inquiries should be addressed to: Westminster Publications

11. Editorial Office:

Westminster Publications
708 Glen Cove Avenue
Glen Head, NY 11545

12. Advertising Sales:

Westminster Publications
Advertising Sales
708 Glen Cove Avenue
Glen Head, NY 11545

CIRCULATION

13. Circulation:

(Figure based on 6-month average, July–December)

Paid Circulation	1225
Complementary	585

Total Circulation	1810
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14. Annual Percentage of Subscription Renewals:

94%.

15. Coverage and Market:

Members of the International Academy of Clinical & Applied Thrombosis/Hemostasis, pathologists, hematologists, cardiologists, oncologists, vascular and cardiovascular surgeons, internists, and other clinical professionals with an interest in thrombosis, thrombolysis and hemorrhagic disorders.

RATES

16. General Advertising Rates:

	1 time	6 times	12 times	18 times	24 times
1 page	\$1275.00	1250.00	1225.00	1200.00	1175.00
1/2 page	\$750.00	725.00	700.00	675.00	650.00

17. Earned Rates:

Based on accumulated space when contracted in advance.
Upon request parent company and subsidiaries are combined for accounting of earned rate.

18. Color Rates:

- a. Standard color (4A red, blue, green, yellow, orange), per page \$625.00
- b. Matched color rate, per page 825.00
- c. 3-Color rate, per page 1100.00
- d. 4-Color rate, per page 1250.00

19. Bleed Rate:

No extra charge for bleed.

20. Inserts:

- a. Single-leaf inserts: Two times earned black and white rate.
- b. Double-leaf inserts: Four times earned black and white rate.
- c. Special handling charges apply on unusual insert handling, rates upon request.

21. Cover And Preferred Position Rates:

- a. 2nd cover \$475.00
- b. 3rd cover 475.00
- c. 4th cover 725.00
- d. Page facing contents 450.00
- e. Page facing 1st text 450.00

22. Special Positioning:

Rates upon request for unusual positioning.

23. Agency Commission:

15%. (Color charges, positioning charges, and insert charges are commissionable.)

CLOSING DATES

24. Deadline:

- a. All materials must be at the publisher, ready for publication, 30 days prior to the publication issue date (1st of month).
For publication set copy allow additional time needed for approval and/or alteration.
- b. Also see item 7 on reverse side.

**MECHANICAL REQUIREMENTS
OFFSET PRINTING**

25. Mechanical Sizes:

	Vertical Ad		Horizontal Ad	
	Wide	Deep	Wide	Deep
1 page standard	7"	× 10"	—	
1/2 page standard	3 3/8"	× 10"	7"	× 4 7/8"
1 page bleed	8 1/2"	× 11 1/4"	—	

Publication trim size: 8 1/4" × 11"

26. Reproduction Requirements:

- a. Negatives, right reading, emulsion side down.
Color proofs must accompany initial order.
- b. Halftone screen: 133 line recommended, 150 line max.
- c. Publication binding: Perfect bind

27. Insert Requirements:

- a. Sizes:
2-page insert 8 1/2" × 11 1/2"
4-page insert 17" × 11 1/2"

Larger sizes upon request

- b. Trimming: 1/8" head trim, 3/8" foot trim, and 1/4" side trim.
Margin for live matter 1/2" inside all trim edges.
- c. Acceptable paper stock weights:
100 lb. text weight maximum, 60 lb. text weight minimum.
- d. Quantity: Supplied upon request.
- e. Closing dates for inserts: 30 days prior to publication.
- f. Ship negatives, inserts, etc. to address below.

28. Disposition of Negatives:

Destroyed after one year unless otherwise instructed.

When responding please provide the issue month if applicable.

CATH (month)

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