

# SEMINARS IN CARDIOTHORACIC AND VASCULAR ANESTHESIA FOR 2006

RATE CARD NUMBER 9

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. March, June, September, and December.
- b. Issue date: first day of publication month.  
Delivery: by mail, in protective poly wrapper.

### 2. Established:

January, 1997.

### 3. Organizational Affiliations:

Society for Cardiothoracic and Vascular Anesthesia.

### 4. Subscription Data:

- a. Rates:  
Individual subscription: domestic \$180.00, foreign (surface mail) \$222.00, (airmail) \$245.00.  
Institutional subscription: domestic \$264.00, foreign (surface mail) \$293.00, (airmail) \$309.00.  
Issues delivered outside the U.S. via airmail have a guaranteed delivery date of 15 days or less from publication date.  
Single issues, \$54.00 plus postage.
- b. Annual percentage of subscription renewals: 92%

### 5. Special Issues:

Symposia & Colloquia

### 6. Editorial Content:

The mission of *Seminars* is to provide information to improve the care of patients with heart, lung, and vascular disease during the perioperative period. *Seminars* is practice-oriented but provides the scientific updates and background on new findings to enhance the understanding of the anesthesiologist or intensivist in either academic or community practice. The topics are recommended by the distinguished editorial board of anesthesiologists from both academic and community practices. All articles and reviews are peer-reviewed to ensure their accuracy and relevance.

### 7. Advertising Acceptance and Copy Restrictions:

Subject to approval by Editorial Board. Complete description of products, one copy to be sent to publisher.  
Time for clearance: 3 weeks before closing date.

### 8. Placement Policy For Advertising:

Advertising is interspersed.

### 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. Paid Circulation:

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

Paid Circulation .....	1465
Complementary .....	618

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<b>Total Circulation</b> .....	<b>2083</b>
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### 14. Guaranteed Circulation:

2000

### 15. Annual Percentage of Subscription Renewals:

94%.

### 16. Coverage and Market:

Coverage is national and international.

**RATES**

**17. General Advertising Rates:**

	1 time	6 times	12 times	18 times
1 page	\$1100.00	1075.00	1050.00	1025.00
1/2 page	\$650.00	625.00	600.00	575.00

**18. Earned Rates:**

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

**19. Color Rates:**

- a. Standard color (4A red, blue, green, yellow, orange), per page ..... \$550.00
- b. Matched color rate, per page ..... 725.00
- c. 3-Color rate, per page ..... 950.00
- d. 4-Color rate, per page ..... 1085.00

**20. Bleed Rate:**

No extra charge for bleed.

**21. 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.

**22. Cover And Preferred Position Rates:**

- a. 2nd cover ..... \$425.00
- b. 3rd cover ..... 425.00
- c. 4th cover ..... 675.00
- d. Page facing contents ..... 400.00
- e. Page facing 1st text ..... 400.00

**23. Special Positioning:**

Rates upon request for unusual positioning.

**24. Agency Commission:**

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

**CLOSING DATES**

**25. 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**

**26. 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"

**27. 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

**28. 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.

**29. Disposition of Negatives:**

Destroyed after one year unless otherwise instructed.

When responding please provide the issue month if applicable.

**Seminars in CVA (month)**

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