

SURGICAL INNOVATION FOR 2006

RATE CARD NUMBER 13

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, 1993.

3. Subscription Data:

- a. Rates:
Individual subscription: domestic \$192.00,
foreign (surface mail) \$228.00, (airmail) \$248.00.
Institutional subscription: domestic \$335.00,
foreign (surface mail) \$365.00, (airmail) \$380.00.
Issues delivered outside the U.S. via airmail have a guaranteed
delivery date of 15 days or less from publication date.
Single issues, \$45.00 plus postage.
- b. Annual percentage of subscription renewals: 94%

4. Special Issues:

Symposia and supplements. Bonus distribution at SAGES and ACS meetings, and other related meetings.

5. Editorial Content:

Surgical Innovation provides clinically applicable information on laparoscopic and endoscopic surgery. Each issue includes articles on a single topic that review the current applications of minimally invasive surgery, summarize recent studies, and attempt to evaluate the effectiveness of these procedures by contrasting success rates and costs with open surgery, thereby defining their place in the surgical armamentarium. Each issue also includes two special features: one on surgical technique and the other on technologic advances.

6. Advertising Acceptance and Copy Restrictions:

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

7. Placement Policy For Advertising:

Precedes and follows editorial section and appears on covers.

8. Editorial/Advertising Ratio:

Mainly editorial with limited space available for advertising.

9. 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

10. Editorial Office:

Westminster Publications
708 Glen Cove Avenue
Glen Head, NY 11545

11. Advertising Sales:

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

CIRCULATION

12. Circulation:

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

Paid Circulation	1585
Complementary	385
Total Circulation	1970

13. Annual Percentage of Subscription Renewals:

94%.

14. Coverage and Market:

General surgeons and other physicians using laparoscopic and endoscopic techniques in practice.

RATES

15. General Advertising Rates:

	1 time	4 times	8 times	12 times
1 page	\$1150.00	1125.00	1100.00	1075.00
1/2 page	\$775.00	750.00	725.00	700.00

16. Earned Rates:

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

17. Color Rates:

- a. Standard color (4A red, blue, green, yellow, orange), per page \$650.00
- b. Matched color rate, per page 850.00
- c. 3-Color rate, per page 1125.00
- d. 4-Color rate, per page 1250.00

18. Bleed Rate:

No extra charge for bleed.

19. 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.

20. Cover And Preferred Position Rates:

- a. 2nd cover \$425.00
- b. 3rd cover 425.00
- c. 4th cover 625.00
- d. Page facing contents 400.00
- e. Page facing 1st text 400.00

21. Special Positioning:

Rates upon request for unusual positioning.

22. Agency Commission:

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

CLOSING DATES

23. 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**

24. 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"

25. 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

26. 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.

27. Disposition of Negatives:

Destroyed after one year unless otherwise instructed.

When responding please provide the issue month if applicable.

SRI (month)

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