

TRENDS IN AMPLIFICATION FOR 2006

RATE CARD NUMBER 15

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: quarterly, 4 times a year.
- b. Issue date: first day of publication month.
Delivery: by mail, in protective poly wrapper.

2. Established:

January, 1996.

3. Subscription Data:

- a. Rates:
Individual subscription: domestic \$105.00,
foreign (surface mail) \$120.00, (airmail) \$128.00.
Institutional subscription: domestic \$176.00,
foreign (surface mail) \$179.00, (airmail) \$186.00.
Issues delivered outside the U.S. via airmail have a guaranteed
delivery date of 15 days or less from publication date.
Single issues, \$30.00 plus postage.
- b. Annual percentage of subscription renewals: 93%

4. Special Issues:

Symposia & Colloquia

5. Editorial Content:

TRENDS IN AMPLIFICATION addresses hearing care professionals and research institutions with a comprehensive overview of the field of auditory amplification and the care and treatment of hearing disorders.

6. 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.

7. Placement Policy For Advertising:

Advertising is interspersed.

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
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708 Glen Cove Avenue
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CIRCULATION

12. Paid Circulation:

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

Paid Circulation	1325
Complementary	540
Total Circulation	1865

13. Guaranteed Circulation:

1800

14. Annual Percentage of Subscription Renewals:

93%.

15. Coverage and Market:

- a. Coverage is national and international.
- b. Market served: audiologists, otolaryngologists, speech and hearing researchers and research institutions, speech therapists, teachers, medical libraries, and hospitals.

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RATES

16. General Advertising Rates:

	1 time	6 times	12 times	18 times
1 page	\$925.00	900.00	875.00	850.00
1/2 page	\$525.00	500.00	475.00	450.00

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 \$550.00
- b. Matched color rate, per page 650.00
- c. 3-Color rate, per page 1000.00
- d. 4-Color rate, per page 1075.00

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 charges apply on unusual insert handling, rates upon request.

21. Cover And Preferred Position Rates:

- a. 2nd cover \$325.00
- b. 3rd cover 300.00
- c. 4th cover 425.00
- d. Page facing contents 275.00
- e. Page facing 1st text 275.00

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 **6** on reverse side.

**MECHANICAL REQUIREMENTS
OFFSET PRINTING**

25. Mechanical Sizes:

	Vertical Ad		Horizontal Ad	
	Wide	Deep	Wide	Deep
1 page standard	7 1/2"	× 10 1/4"	—	
1/2 page standard	3 5/8"	× 10 1/4"	7 1/2"	× 5"
1 page bleed	8 3/4"	× 11 1/4"	—	

Publication trim size: 8 1/2" × 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 3/4" × 11 1/2"
Larger insert 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.

Trends in Amplification (month)

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