

VASCULAR AND ENDOVASCULAR SURGERY FOR 2006

RATE CARD NUMBER 36

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: 6 times a year. January, March, May, July, September, and November.
- b. Issue date: first day of publication month.
Delivery: by mail, in protective poly wrapper.

2. Established:

March, 1967.

3. Organizational Affiliations:

Sponsored by the Society for Clinical Vascular Surgery, the Peripheral Vascular Surgery Society, and the American College of Angiology.

4. Subscription Data:

- a. Rates:
Individual subscription: domestic \$229.00,
foreign (surface mail) \$276.00, (airmail) \$296.00.
Institutional subscription: domestic \$414.00,
foreign (surface mail) \$436.00, (airmail) \$447.00.
Issues delivered outside the U.S. via airmail have a guaranteed
delivery date of 15 days or less from publication date.
Single issues, \$50.00 plus postage.
- b. Annual percentage of subscription renewals: 92%

5. Special Issues:

Symposia & Colloquia

6. Editorial Content:

Features original papers relating to all phases of vascular diseases and endovascular therapy, operative procedures, clinical or laboratory research, case reports, and editorials.

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	4012
Complementary	428

Total Circulation	4440
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14. Guaranteed Circulation:

4200

15. Annual Percentage of Subscription Renewals:

92%.

16. Coverage and Market:

- a. Coverage is national and international.
- b. Market served: general surgeons, cardiovascular surgeons, endovascular surgeons, neurosurgeons, thoracic surgeons, peripheral vascular surgeons, radiologists, nuclear medicine, cardiologists, medical libraries, hospitals, clinics, research institutions, and clinical investigators.

17. Territorial Distribution:

New England	502
Middle Atlantic	908
South Atlantic	362
East North Central	386
East South Central	215
West North Central	188
West South Central	194
Mountain	178
Pacific	516

U.S. Total	3438
Foreign	574

Complementary, exchange, and advertising copies	428
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Total Distribution	4440
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RATES

18. General Advertising Rates:

	1 time	6 times	12 times	18 times	24 times
1 page	\$1300.00	1275.00	1250.00	1225.00	1200.00
1/2 page	\$775.00	750.00	725.00	700.00	675.00

19. Earned Rates:

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

20. 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 1275.00

21. Bleed Rate:

No extra charge for bleed.

22. 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.

23. Cover And Preferred Position Rates:

- a. 2nd cover \$500.00
- b. 3rd cover 500.00
- c. 4th cover 750.00
- d. Page facing contents 475.00
- e. Page facing 1st text 475.00

24. Special Positioning:

Rates upon request for unusual positioning.

25. Agency Commission:

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

CLOSING DATES

26. 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**

27. 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 3/4"	× 11 1/4"	—	—

Publication trim size: 8 1/2" × 11"

28. 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

29. Insert Requirements:

- a. Sizes:
 - 2-page insert 8 3/4" × 11 1/2"
 - 4-page insert 17 1/2" × 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.

30. Disposition of Negatives:

Destroyed after one year unless otherwise instructed.

When responding please provide the issue month if applicable.

Vascular and Endovascular Surgery (month)
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