

# JOURNAL OF THROMBOSIS AND HAEMOSTASIS

**Affiliation:** International Society on Thrombosis and Haemostasis

**Editors in-Chief:** David Lane, Mike Greaves

**Editorial Focus:** The *Journal of Thrombosis and Haemostasis* is a monthly publication that focuses on the important medical problems of thrombosis, bleeding disorders and vascular biology through the diffusion and exchange of information and

ideas within the international research community.

**Frequency:** Monthly

**Issue Date:** First of month

**Established:** 2003

**Publisher:** Nigel Fletcher-Jones

## 2007 ADVERTISING RATES AND POLICIES

	<u>1 time</u>	<u>3 times</u>	<u>6 times</u>	<u>12 times</u>
B/W Full page	\$1363	\$1308	\$1252	\$1197
B/W Half page	\$919	\$862	\$834	\$806
B/W Quarter page	\$696	\$640	\$620	\$583

The number of insertions per year determines earned page rate. Space purchased by parent company and subsidiaries is combined for accounting of earned rate.

### COLOR RATES:

- Standard Color: \$364 plus B/W rate
- Matched Color Per: \$468 plus B/W rate
- 4-Color: \$988 plus B/W rate
- Color charges are commissionable

### COVER AND PREFERRED POSITION RATES:

- 2nd Cover: 35% over earned B/W rate.
- 3rd Cover: 25% over earned B/W rate.
- 4th Cover: 50% over earned B/W rate.
- Other preferred positions: 10% over earned B/W rate.

### BLEEDS:

- No charge.

### INSERTS:

- Two-page: 2X earned B/W page rate plus 10%.
- Four-page: 4X earned B/W page rate plus 10%.
- Print quantity: Information available upon request from the Medical Sales Representative.

**BANNER RATES:** Please call Advertising Representative for rates.

**AGENCY COMMISSION:** 15% to recognized agencies.

## CIRCULATION

- **Total Circulation:** 3,000
- **Circulation Verification:** Sworn Statement.
- **Coverage:** United States, Canada and overseas.

## ISSUANCE & CLOSING

### 2007 CLOSING DATES\*:

Issue	Reservation	Material Due
January	November 13	November 27
February	December 15	December 29
March	January 16	January 30
April	February 15	March 1
May	March 16	March 30
June	April 16	April 30
July	May 16	May 30
August	June 15	June 29
September	July 13	July 27
October	August 14	August 28
November	September 13	September 27
December	October 12	October 26

\*Closing dates are subject to change.

**PATCHES:** 30 days preceding publication month.

**PUBLICATION SET COPY:** With proofs, 30 days preceding publication month.

**DISPOSAL OF FURNISHED MATERIALS:** Materials not called for within one year will be destroyed without notification.

## GENERAL INFORMATION

**REQUIREMENT FOR ADVERTISING ACCEPTANCE:** Copy subject to the approval of the editorial office.

**PLACEMENT OF ADVERTISING:** Front or Back

**CANCELLATION POLICY:** Within one week of closing date.

**TYPESETTING:** Allow two extra weeks. The advertiser will be charged for typesetting or graphic changes to ad copy.

### SERVICE TO ADVERTISERS:

- Editorial Reprints
- Supplements
- Sponsorships
- On-line opportunities

**SUBSCRIPTION DATA:** For subscription information call 781-388-8250

## MECHANICAL REQUIREMENTS

**TRIM SIZE:** 8-1/4" x 10-7/8"

### PAGE SIZES, NON-BLEED:

	Width	Depth
Full Page	7"	10"
1/2 page Vertical	3-1/2"	10"
1/2 Page Horizontal	7"	5"
1/4 page	3-1/2"	5"

### PAGE SIZES, BLEED:

	Width	Depth
Full Page	8-1/2"	11-1/8"
1/2 page Vertical	4-5/16"	11-1/8"
1/2 Page Horizontal	8-1/2"	5-9/16"

### SUBMISSION OF ADS:

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution Digital Media Required (minimum 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred method of submission): Please contact Advertising Traffic Coordinator at [adtraffic@bos.blackwellpublishing.com](mailto:adtraffic@bos.blackwellpublishing.com) prior to submitting a file via FTP.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 1/8" bleed.
- All fonts and graphic must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Laser Proof must accompany all digital file submissions.
- Color ads must be accompanied by SWOP-certified proof (chromalin, matchprint, IRIS, etc.)
- Changes or updates made to previously submitted material must be resupplied in full w/ all pages included.
- For additional information, please see our PDF specifications available at: [http://www.blackwellpublishing.com/authors/web\\_printspec.pdf](http://www.blackwellpublishing.com/authors/web_printspec.pdf).
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Blackwell Publishing is not responsible for the quality of advertisements sent after the deadline.

## INSERT REQUIREMENTS

- Multi-page inserts are to be furnished folded. Three samples required.
- Sizes. 2-page inserts: 8-1/2" x 11-1/8", 4-page inserts: 8-1/2" x 11-1/8"
- Trimming: Head 1/8", foot no less than 1/8" or more than 9/16", width 1/8"; safety margin in gutter; 1/8" safety at side; 1/8" grind off spine.
- Stock Weights Acceptable: Not to exceed 100 lb. coated
- Packing Instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated. Allow 3-5 days for shipment to Singapore by courier.

### PAPER STOCK:

- Inside pages: 60 lb. White coated
- Covers: 8 pt. C/2/S

**HALFTONE SCREEN:** 133

**TYPE OF BINDING:** Perfect

### REPRODUCTION REQUIREMENTS:

- Four color process ads showing trim will be produced 4 colors wet in the following color rotation: yellow, red, blue, black. Progressive proofs should be proofed wet in the same rotation on white coated 60 lb. basis or comparable paper.
- Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

## CONTACT INFORMATION

For contracts, insertion orders, instructions and publication set copy:

Alf Anderson  
Advertising Sales Executive  
Blackwell Publishing, Inc.  
350 Main Street  
Malden, MA 02148  
Phone: (781) 388-8401 Fax: (781) 388-8265

Ship all Advertising Material to:

Blackwell Publishing, Inc.  
Attn: Advertising Traffic Coordinator  
Journal of Thrombosis and Haemostasis,  
Volume \_\_, Issue \_\_  
350 Main Street  
Malden, MA 02148-5018  
Email: [adtraffic@bos.blackwellpublishing.com](mailto:adtraffic@bos.blackwellpublishing.com) for queries only, not Advertising Materials submission.

Ship Inserts to:

KHL Printing Co Pte Ltd  
Journal of Thrombosis and Haemostasis,  
Volume \_\_, Issue \_\_  
57 Loyang Drive  
Singapore 508968  
Tel: 00 65 6543 2222 Fax: 00 65 6545 3333

Ship Two Insert Examples to:

Blackwell Publishing, Inc.  
Attn: Advertising Traffic Coordinator  
Journal of Thrombosis and Haemostasis,  
Volume \_\_, Issue \_\_  
350 Main Street  
Malden, MA 02148-5018

### PUBLISHER:

Blackwell Publishing, Inc.  
350 Main Street  
Malden, MA 02148

### ADVERTISING CONTACT:

Alf Anderson  
Advertising Sales Executive  
Ph: (781) 388-8401 Fax: (781) 388-8265  
EMAIL: [aanderson@bos.blackwellpublishing.com](mailto:aanderson@bos.blackwellpublishing.com)