

ANNALS OF SURGERY

OFFICIAL JOURNAL OF THE AMERICAN SURGICAL ASSOCIATION, SOUTHERN SURGICAL ASSOCIATION PHILADELPHIA ACADEMY OF SURGERY, NEW YORK SURGICAL SOCIETY



Circulation & Profile

CIRCULATION

5,830 Paid.

TARGET MARKET:

General surgeons, (cardiopulmonary, colon/rectal, thoracic, vascular)

EDITORIAL PROFILE

Original Articles covering the latest advances in surgical science and practice. Features include What's New in General Surgery and Advances in Surgical Technique which provide general surgeons with the most current knowledge of the latest techniques in the field. A review article covering the most current practice issues appears each month.

Submission

Display ads should be supplied electronically as PDF, EPS, or TIFF files, at a minimum of 600 dpi. Microsoft Word documents are accepted (for text only). All display ads not provided in the above format are subject to a 10% black & white typesetting fee. Specify issue dates and include name, address and phone number.

MECHANICAL REQUIREMENTS

	WIDTH	HEIGHT
1 Page	6 3/4"	9 7/8"
1/2 Page (H)	6 3/4"	4 7/8"
1/2 Page (V)	3 1/4"	9 7/8"
1/4 Page	3 1/4"	4 7/8"
1/8 Page	3 1/2"	2 1/8"

Journal Trim Size: 7 3/4" x 10 3/4"
Bleed Allowance: 1/8"

Additional Advertising

INTERNET ADVERTISING RATES

Internet posting in conjunction with publication in the print edition of the journal is \$200 per month, or \$300 for early posting with a print ad. Other online advertising opportunities are available. Please contact your sales representative for details.

SPECIAL ISSUES

ACS Spring Meeting: April issue
ACS Fall Meeting: October issue

Issuance and Deadlines

FREQUENCY: Monthly

Deadline: 24th of second month preceding date of issue, (e.g., January 24th for March).

Payment

Prepayment of advertising is not required. Please provide a Purchase order or Reference number if you require one on the invoice.

Rates

LINE RATES

\$5.50 per word—\$200 minimum

STAND OUT COLOR OPTION

Color Border or Shading ... \$100

DISPLAY RATES (x rates are /issue)

	1x	3x
1 Page	\$3,510	\$3,470
1/2 Page	2,575	2,525
1/4 Page	1,560	1,510
1/8 Page	675	650

COLOR RATES

3 or 4 Color Process	\$2,075
1 Pantone Color	\$835
1 Color Process	\$765

Display/Color rates are agency commissionable.

Cancellation Policy

For ad cancellation please contact Michael Rusch directly via phone 215-521-8404; fax: 215-689-2453; or e-mail mike.rusch@wolterskluwer.com. Cancellations will not be accepted after issue closing date. However, your ad will be deleted from the next available issue and you will receive written confirmation of cancellation via fax or email, indicating your last appearance and when you should receive your final invoice. Do not assume that your ad has been canceled unless you have written confirmation.

DO NOT INDICATE CANCELLATIONS ON INVOICES. ALL RATES AND MECHANICAL REQUIREMENTS ARE SUBJECT TO CHANGE WITHOUT NOTICE.

Contact

MICHAEL RUSCH

Annals of Surgery

Lippincott, Williams & Wilkins
530 Walnut St
Philadelphia, PA 19106-3621

Telephone: 215-521-8404

Fax: 215-689-2453

mike.rusch@wolterskluwer.com