

THE JOURNAL OF HISTOTECHNOLOGY

OFFICIAL JOURNAL OF THE NATIONAL SOCIETY FOR HISTOTECHNOLOGY

RATES AND DATA Effective January 2012

ADVERTISING REPRESENTATIVES

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General Information

1. ISSUANCE:

- a. Frequency: Quarterly
- b. Issue Date: April, July, September, December
- c. Mailing Date: Month of issue

2. ESTABLISHED:

1977.

3. ORGANIZATION AFFILIATION:

Official Journal of the National Society for Histotechnology.

4. SUBSCRIPTION DATA:

- a. Subscription rates:
 - \$148 Individual print and online rate
 - \$248 Institutional print and online rate
- b. Annual percentage of renewals: 98%
- c. Number of issues sent after subscription expiration - none.

5. SPECIAL ISSUES:

April: Extended Abstracts from 2011 Meeting
July: Bonus Distribution NSH Annual Symposium/Convention
December: Short Conference Abstracts

6. EDITORIAL:

Original unpublished scientific and technical articles, significant modification of existing methods that deal with administration, education, general histology-cytology, histochemistry, immunochemistry, marine histology, nuclear histology, quality control histology, veterinary histology, quantitative-qualitative-histology and electron microscopy. All contributions are peer reviewed before acceptance.

7. REQUIREMENTS FOR ACCEPTANCE OF NEW PROFESSIONAL PRODUCTS FOR ADVERTISING:

Products generally of interest to the profession, subject to approval of the publisher through Advertising Representatives. Contact Cunningham Associates.

8. REQUIREMENTS FOR AD CLEARANCE:

Subject to approval of Editor. Copy of new ads must be sent to the advertising representative. Allow two weeks for clearance.

9. ADVERTISING OF NONPROFESSIONAL PRODUCTS OR SERVICES:

Society Advisory Board will accept or reject.

10. POLICY ON PLACEMENT OF ADVERTISING:

Advertising precedes and follows editorial

11. EDITORIAL-ADVERTISING RATIO:

Not to exceed 30% advertising

12. SERVICE TO ADVERTISERS:

- Reprints
 - Cover Tips
 - Outserts
- Contact advertising rep for details

13. STAFF:

Editor: Karen J.L. Burg, Ph.D.
Advertising Production: Kathy Tamalonis
Advertising: Jim Cunningham, Katie Tuzzolino

Circulation

14. CIRCULATION:

4,500.

15. CIRCULATION VERIFICATION:

Sworn Statement.

16. COVERAGE AND MARKET:

- a. Coverage: National (96.5%); International.(3.5%)
- b. Market Served: Histologists employed in hospitals (63.5%), Universities (14.8%), Research (12.6%), Private Laboratories (8.4%), Veterinary Facilities (5.4%), Industry (3.0%), Other (9.6%). 61% are supervisors; 48.6% are responsible for training students. Includes member (90%) and non-members (10%) of the National Society for Histotechnology.

17. CLOSING DATE FOR SPACE:

Issue	Material Due	Mail Date
April	2/20/12	4/3/12
July	5/21/12	7/2/12
September	7/20/12	8/24/12
December	11/9/12	12/14/12

18. AGENCY COMMISSION:

15% Allowed only to agencies of record, with billing to the agency.

Rates

19. RATES: (Effective January 2012, Vol. 35)

	1X	2X	4X	8X	12X
Full Page	\$1,340	\$1,205	\$1,135	\$1,080	\$1,020
1/2 Page	\$965	\$870	\$820	\$790	\$685
1/4 Page	\$695	\$645	\$605	\$590	\$515

20. EARNED RATES:

Earned rates are based on accumulated space and/or frequency during a 12-month period. Space purchased by a parent company and subsidiaries is combined for accounting of earned rate.

21. COLOR RATES:

- Standard Color Rate: \$620.
- List of Standard colors: 4A Colors.
- Matched Color: \$720.
- 3/Color & 4/Color: \$1,080

22. BLEED: No charge.

22. INSERTS:

- 2-Page Insert: Two times earned page rate
- 4-Page Insert: Four times earned page rate
- Larger units and gate-folds: On request

24. COVER AND PREFERRED POSITION RATES:

(Calendar year basis only.- non-cancelable.)

- 2nd Cover - 25% over earned black and white rate.
- 3rd Cover - 15% over earned black and white rate.
- 4th Cover - 50% over earned black and white rate.
- Other preferred positions: Page One, Opposite Table of Contents, Page Facing First Editorial Page, Page Facing First Article, Page Opposite Masthead, Page Opposite "Test Your Knowledge" - earned rate plus 25%; Page Facing Last Editorial Page - Earned Rate Plus 15%.

25. SPECIAL POSITIONING:

Consecutive right-hand pages: 10% of space charge, additional. Publisher will quote rates if other special positions are specifically requested and are available for a particular issue.

26. MISCELLANEOUS:

When copy is not provided before closing date, preceding advertisement will be repeated. All advertising content is subject to approval by the editor. Guarantee of rates and discounts: A uniform rate to all advertisers using the same amount and kind of space is guaranteed.

Mechanical Requirements

27 a. Non-Bleed Sizes	Width	Height
Spread (2 Fac. Pages)	14"	10"
Full Page	7"	10"
1/2 Page (Horizontal)	7"	4 3/4"
1/2 Page (Vertical)	3 3/8"	10"
1/4 Page	3 1/4"	4 3/4"
28. Bleed Sizes	Width	Height
Spread (2 Fac. Pages)	16 3/4"	11 1/8"
Full Page	8 1/2"	11 1/8"
Trim Size	8 1/4"	10 7/8"

- | 29. Insert Sizes | Width | Height |
|---|--------|---------|
| a. Size 2 Page | 8 1/2" | 11 1/8" |
| b. Size 4 Page | 17" | 11 1/8" |
| c. Stock weights: Maximum 80 lb. except 70 lb. for gatefold. Samples of insert stock must be submitted to Advertising Representative for approval. | | |
| d. Packing and labeling of inserts for shipping: Packed on up, folded if 4 pages, flat if 2 pages. The labels must show quantity and issue date insert is scheduled to run. | | |

30. PAPER STOCK:

- Inside Pages: 60# gloss
- Covers: 10pt C1S

31. BINDING: Perfect.

32. HALFTONE SCREEN: 133 line screen

33. REPRODUCTION REQUIREMENTS:

One piece (composite) negatives per color for offset printing, screened, right reading emulsion side down, .004 thickness, static free; Scotchprints from original engravings, separated for color, camera-ready copy or reproduction proofs when ad is all line work. PROOFS required on all ads, in color if color is used. Color keys and progressive proofs or chromalins required on all four color process; ship two complete sets with material. Letterpress plates and mats are not acceptable. Any work done by publisher to meet the above requirements will be billed at current hourly rates and is non-commissionable.

34. DIGITAL ADVERTISING

Digital files are preferred. Please contact Advertising Production, ktamalonis@cunnasso.com for guidelines to submit digital files. For color ads, one chromalin or match-print must accompany the digital file.

35. CLOSING DATES - MECHANICAL:

- Offset materials and publication-set copy:
February 20th for April, May 21st for July, July 20th for September, November 9th for December.
- Inserts: 10th of the month preceding month of issue.

36. DISPOSITION OF MATERIAL:

Material will be held for one year from last date of issue used and then destroyed, unless otherwise indicated.

37. ADDRESSES:

- Insertion Orders, contracts, and reproduction materials:
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