

Aesthetic Surgery Journal



Official Journal of the American
Society for Aesthetic Plastic Surgery

www.aestheticsurgeryjournal.com

PUBLISHER

Elsevier
360 Park Ave South
New York, NY 10010
Tel: 212-633-3939 • Fax: 212-633-3913
www.aestheticsurgeryjournal.com

RECRUITMENT AND

CLASSIFIED SALES

Danny Wang
Elsevier
360 Park Ave South
New York, NY 10010
Tel: 212-633-3158 • Fax: 212-633-3820
E-mail: d.wang@elsevier.com



EDITORIAL

Aesthetic Surgery Journal is a peer-reviewed international journal focusing on scientific developments and clinical techniques in aesthetic surgery. An official publication of the 2400-member American Society for Aesthetic Plastic Surgery (ASAPS), *ASJ* is also the official English-language journal of nine major international societies of plastic, aesthetic and reconstructive surgery representing South America, Central America, Europe, Asia, and the Middle East. *ASJ* includes original research and review articles on topics relevant to the safe and effective practice of aesthetic surgery including anatomical studies, outcomes of clinical techniques, and patient safety; original articles outlining technical details of established and developing aesthetic surgical and non-surgical treatments for enhancement of the face, body and skin; original contributions, review articles and commentary from related disciplines such as anesthesiology, bariatric surgery, dermatology, genetics, psychiatry, psychology, oncology and radiology; important research and techniques in reconstructive surgical procedures having a significant aesthetic component; scientific evaluation and commentary regarding the effects of aesthetic surgical and nonsurgical interventions on such measures as quality of life, psychological and social functioning, and self-esteem in diverse gender, age and cultural contexts; developments in the broadening relationship of aesthetic surgery to the full range of medical and allied health care fields. The Journal also includes Continuing Medical Education (CME) articles and exams.

ORGANIZATIONAL AFFILIATION

- The American Society for Aesthetic Plastic Surgery
- The Brazilian Society of Plastic Surgery
- Colombian Society of Plastic, Aesthetic, Maxillofacial and Hand Surgery
- Costa Rican Association of Plastic, Reconstructive, and Aesthetic Surgery
- Dutch Society for Aesthetic Plastic Surgery
- Israel Society for Plastic Surgeons
- Indian Association of Aesthetic Plastic Surgery
- The Japan Society of Aesthetic Plastic Surgery
- Korean Society for Aesthetic Plastic Surgery
- The Mexican Association of Plastic, Aesthetic, and Reconstructive Surgery
- Society of Plastic and Reconstructive Surgeons of Thailand

ESTABLISHED 1988

PUBLISHING STAFF

Editor-in-Chief: Foad Nahai, MD
Publisher: Kathleen Gaffney
Product Advertising Sales: Sally Cioci
Recruitment/Classified Advertising Sales: Danny Wang

SUBSCRIPTION RATES

Domestic	International
Institutional: \$254	Institutional: \$290
Individual: \$175	Individual: \$210
Students/Residents: \$88	Students/Residents: \$104

CIRCULATION

4,575
Publisher's statement available on request.

AUDIENCE

ASAPS members, international affiliate society members, practitioners of aesthetic plastic surgery, dermatologists and cosmetic surgeons

BONUS DISTRIBUTION

- American Society for Aesthetic Plastic Surgery: (April issue); May 2-9, 2009 - Las Vegas
- American Society of Plastic Surgeons (October issue); October 23-October 28, 2009 - Seattle

ISSUANCE

- Frequency: Bimonthly
- Issue Date: February, April, June, August, October, and December
- Mailing Date: on or around 2nd day of cover month.

CLOSINGS

- Cancellations: No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable.
- Digital ad materials due same day as space closing.
- Dates subject to change.

Volume/Issue	Publication Month	Ad Space/Ad Materials	Deadline
29 (1)	Jan/Feb	12/08/08	
29 (2)	Mar/Apr	02/11/09	
29 (3)	May/Jun	04/15/09	
29 (4)	Jul/Aug	06/12/09	
29 (5)	Sept/Oct	08/13/09	
29 (6)	Nov/Dec	10/15/09	

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E-mail: s.cioci@elsevier.com

ACCEPTANCE OF ADVERTISING

The Publisher and Editor reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor and the owner of the journal from and against any loss, expense, claim or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules and regulations. New copy should be submitted by ad space closing date.



BLACK & WHITE RATES*	1x	3x	6x	12x
Full Page	\$2,200	\$2,160	\$2,110	\$2,060
1/2 Page:	1,750	1,725	1,695	1,640
1/4 Page:	1,255	1,230	1,195	1,170

*State and local taxes may apply.

CONFIDENTIAL BOX NUMBERS \$40

AGENCY DISCOUNT

15% - All rates noted on this card are GROSS for 1/4 page and larger size ads.

COMPOSITION

- Black/White only: Full page: \$150 • Half page: \$125 • Quarter page:\$95
- All production charges are net and non-commissionable

JOURNAL WEB SITE ADVERTISING

Banners are available on the journal's Web site. Banners are sold by impressions on a cost per thousand basis. Contact your sales representative for rates, possible sponsorships and estimated monthly visitor traffic.

COLOR

- Standard color (2C or 3C. Colors available are Black, Cyan, Magenta or Yellow):\$650 per page or fraction.
- Matched color (PMS specific number):\$735 per page or fraction.
- 4-color: \$1,175 per page or fraction.
- 5-color: \$1,910 per page or fraction.
- Metallic and Matched (PMS) colors can be combined with the Black and White rate, or they can be added to the Standard or 4 Color charge.
- Color charges are in addition to earned black and white rates.
- Bleed: No charge.

ONLINE AD PLACEMENT

Place your print ad on www.elsevierhealthcareers.com and get World Wide Web exposure for \$175 additional (same size as print ad) for a 30-day period.

CANCELLATIONS

Must be received in writing on or before the announced closing date

MECHANICAL SPECIFICATIONS

<u>PAGE SIZES</u>	<u>NON BLEED</u>	<u>BLEED</u>
Trim	8 ¹ / ₄ " x 10 ⁷ / ₈ "	
Full Page	7" x 10"	8 ¹ / ₂ " x 11 ¹ / ₈ "
1/2 Page Horizontal	7" x 4 ³ / ₄ "	
1/2 Page Vertical	3 ¹ / ₄ " x 10"	
1/4 Page	3 ¹ / ₄ " x 4 ³ / ₄ "	

Keep live matter 1/4" from trim edges.

BINDING

Perfect; jogs to head.

PRINTING PROCESS

Web

HALFTONE SCREEN

Cover 175 Sheetfed; text 180 Web

DISPOSITION OF REPRODUCTION MATERIAL

All digital ad files will be held for twelve months only unless otherwise notified, furnished files will be destroyed.

DIGITAL DATA

File Formats	Preferred format is PDF/Acrobat 4.05 or later set for compatibility with PDF version 1.3 (Acrobat4); PDF/X-1a; EPS; TIFF. All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications: Grayscale and color images: 300 dpi; Combination Grayscale and Color images: 500-900 dpi; Line art (Bitmap) images: 900-1200 dpi.
Page Layout	Supply as single page files only, Right Reading, Portrait Mode, 100% Size, No Rotation. Created to the trim of the journal plus a minimum 1/8" bleed on all sides. Keep live matter 1/4" from trim edges. Crop marks and SWOP color bars must be included, position 1/2" outside trim. Reverse type should be no less than 6 pt. Fine lettering (thin lines, serifs) should be restricted to one color. All Fonts and graphics must be embedded or included with the files and conform to the file formats listed above.
Color Space	All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK. Spot Colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs make sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC).
Media/Delivery	CD-ROM/ISO-9660 Format or DVD. All media must be labeled with the following: Journal Title, Volume # & Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number. Attach printout of CD contents.
Proofs	All proofs must be produced from the final file submitted. Proofs must be imaged at 100% scale and in accordance with SWOP specifications. All color ads require a SWOP-certified contract color proof, which includes a SWOP proofing bar. For a list of current SWOP-approved proofs visit www.swop.org/certification/systemlist.asp . Proofs generated from any of the approved devices are acceptable. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract color proof is not supplied Elsevier will run to standard ink densities and dot gains. Revised proofs must be supplied whenever a text or design change is made. ANY alteration to a file will require output of a new proof at cost to the customer. All black & white or grayscale ads supplied require 100% size lasers for confirmation of ad content.
Note	Corrections to digital ads previously submitted are limited to minor text changes, provided certain conditions are met. Revised files must be supplied in the case of major text or design changes. For more information regarding digital ad submission, see the full Elsevier Digital Ad Specifications or contact Ad Sales Services.
Digital Ad Closing Date	Digital ad material is due same day as space closing.

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1. Applicability

These terms and conditions shall apply to all offers, proposals and agreements made between Elsevier and any third party or its agent ("the Client") relating to the products and/or services of Elsevier ("the Products and/or Services") and, along with the relevant Elsevier order acknowledgement, shall form the entire agreement between the parties (the "TC"). They supersede any previous supply terms and conditions. For the purposes of the TC "Elsevier" shall mean the company within the Elsevier group that is providing the Products or Services as set out on the Elsevier order acknowledgement or invoice. Where general terms and conditions of business are proposed by the Client, these shall not apply and the TC will prevail. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed in writing and signed by an authorised signatory of Elsevier. Nothing in the TC will exclude or limit Elsevier's liability for fraudulent misrepresentation. Where Products are sold to the Client that contain third party product or software such a sale may be subject to additional license terms.

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Any modifications to the agreed product or service description, budget or schedule, as set out in the order acknowledgement, may result in an adjustment to the final price and/or delivery schedule at Elsevier's discretion. If, at the request of the Client, Elsevier renders additional Services in connection with the performance of the TC, Elsevier shall act in the name of, to the account of, and at the risk of the Client. Any dates specified by Elsevier for delivery/performance of the Products and Services are intended to be an estimate and time for delivery/performance shall not be made of the essence by notice. If no dates are so specified, delivery/performance will be within a reasonable time.

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5. Payment

Unless otherwise agreed in writing, payments shall be effected within thirty (30) days of the invoice date in the currency invoiced. Time for payment shall be of the essence. Elsevier may set and vary credit limits for any Client account and shall be entitled to refuse to supply any Client who has exceeded its current credit limit. Legal and beneficial title in any tangible Products supplied by Elsevier to the Client shall remain with Elsevier until Elsevier has received in full (in cash or cleared funds) all sums due to it in respect of the Products and all other sums which are or which become due to Elsevier from the Client on any account. For the avoidance of doubt no intellectual property rights in any Elsevier Products shall transfer to the Client. Products shall be at the Client's risk as from delivery. The Client shall make all payments due under the TC without any deduction whether by way of set-off, counterclaim, discount, abatement or otherwise unless the Client has a valid court order requiring an amount equal to such deduction to be paid by Elsevier to the Client. From the due date of the invoice to the date of payment in full, interest at the rate of 1% may be charged to the Client on a monthly basis for any sums outstanding, together with any collection fees incurred by Elsevier. If the Client wishes to dispute any invoice (or part), the Client shall, as soon as reasonably practicable, but no later than the due date of such invoice, send full details of such dispute to Elsevier in writing. The Client shall remain liable for any undisputed part of such invoice. Elsevier shall be entitled, at any time, to demand payment in advance and may suspend performance of its obligations arising from the TC until such advance payment has been received. Where the Client is indebted to Elsevier for any other Product or Service under any other order, Elsevier reserves the right to withhold supply of the Products or Services under the current order until any outstanding monies are fully paid. Elsevier shall be entitled to apply any monies received by the Client, to clear any of the Client's outstanding debts to Elsevier.

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If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, accidents, power or telecommunications failure, customs delays, governmental restrictions or appropriation or other causes beyond the control of a party, such party is unable to perform in whole or in part its obligations set forth in this TC, then such party shall be relieved of those obligations to the extent it is thereby unable to perform, and such inability to perform shall not make such party liable to any other party. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the provisions of this TC and to avoid the effects of such event to the extent possible.

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