



# The Journal of Minimally Invasive Gynecology

Official Journal of the AAGL:

Advancing Minimally Invasive Gynecology Worldwide



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## EDITORIAL

*The Journal of Minimally Invasive Gynecology*, a bimonthly peer-reviewed journal, is an international clinical forum for the exchange and dissemination of ideas, findings and techniques relevant to gynecologic endoscopy and other minimally invasive procedures. The Journal is an authoritative source informing practicing physicians of the latest, cutting-edge developments occurring in this emerging field.

## ORGANIZATIONAL AFFILIATION

Official Journal of the AAGL, the Australian Society of Gynecologic Endoscopy, The Asian-Pacific Association for Gynecological Endoscopy and Minimally Invasive Therapy, The International Society of Gynecologic Endoscopists, and the Societa Italiana di Endoscopia Ginecologica

**ESTABLISHED** 1993

## PUBLISHING STAFF

Editor-in-Chief: Stephen L. Corson, MD  
Publisher: Andrea Boccelli

## SUBSCRIPTION RATES

Institutional: \$320  
Individual: \$227  
Students/Residents: \$89

## CIRCULATION

4,075 (Paid)  
Publisher's statement available on request.

## AUDIENCE

Obstetricians, Gynecologists, Urogynecologists, Oncologists.

## SPECIAL ISSUES

November abstract supplement distributed to attendees of AAGL meeting

## BONUS DISTRIBUTION

- American College Obstetrics and Gynecology: (May Issue):  
May 15-19, 2010 - San Francisco, CA
- American Urological Association: (May Issue)  
May 29-June 3, 2010 - San Francisco, CA
- American Society for Reproductive Medicine: (September Issue)  
October 23-27, 2010 - Denver, CO
- AAGL: Advancing Minimally Invasive Gynecology Worldwide:  
(November issue) Nov 8-12, 2010 - Las Vegas, NV

## ISSUANCE

- Frequency: Bimonthly
- Issue Date: January, March, May, July, September, November
- Mail Date: Journal mails 2nd week 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 Closing	Ad Materials Deadline
17 (1)	January	11/24/09	12/01/09
17 (2)	March	01/28/10	02/02/10
17 (3)	May	03/31/10	04/06/10
17 (4)	July	05/28/10	06/03/10
17 (5)	September	07/30/10	08/04/10
17 (6)	November	09/22/10	09/27/10
17 (6s)	Supplement	09/17/10	09/22/10

## OTHER SERVICES TO ADVERTISERS

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E-mail: [reprints@elsevier.com](mailto:reprints@elsevier.com)
- Sponsored Supplements, contact:  
Craig Smith Tel: 212-462-1933 • Fax: 212-462-1935  
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Advertising precedes and follows the editorial section and may be placed between the major sections of the Journal.

## 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.

Product Advertising Rate Card  
**The Journal of Minimally  
 Invasive Gynecology • 2010**

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<b>BLACK &amp; WHITE RATES*</b>	<b>1x</b>	<b>3x</b>	<b>6x</b>	<b>12x</b>	<b>24x</b>
<b>Full Page:</b>	\$2,520	\$2,315	\$2,195	\$2,130	\$2,090
<b>1/2 Page:</b>	1,510	1,390	1,320	1,295	1,275
<b>1/4 Page</b>	905	835	790	675	640

**Extra Ad Value:**  
 All 6x advertisers will have their same size/color ad placed into the Conference Abstract issue at no additional investment.

\*State & local taxes may apply.

**EARNED RATES**

Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

**AGENCY DISCOUNT** 15% - All rates noted on this card are GROSS.

**INSERTS**

Furnished inserts are billed at the black and white rate times the number of insert pages.

- Two-page insert (one leaf): Two-times earned frequency rate
- Four-page or larger insert is black and white earned frequency rate per page.

**COMPOSITION**

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

**MECHANICAL SPECIFICATIONS**

<u>Page Sizes</u>	<u>Non Bleed</u>	<u>Bleed</u>
Trim	8" x 10 <sup>3</sup> / <sub>4</sub> "	
Spread	15" x 10"	16 <sup>1</sup> / <sub>4</sub> " x 11"
Full Page	7" x 10"	8 <sup>1</sup> / <sub>4</sub> " x 11"
1/2 Page Horizontal	7" x 5"	8 <sup>1</sup> / <sub>4</sub> " x 5 <sup>5</sup> / <sub>8</sub> "
1/2 Page Vertical	3 <sup>1</sup> / <sub>2</sub> " x 10"	4 <sup>1</sup> / <sub>4</sub> " x 11"
1/4 Page	3 <sup>1</sup> / <sub>2</sub> " x 5"	

Keep live matter 1/4" from trim edges.

**INSERT REQUIREMENTS**

- Size 2 page: 8<sup>1</sup>/<sub>4</sub>" x 11"
- Size 4 page: 16<sup>1</sup>/<sub>2</sub>" x 11" furnish folded to 8<sup>1</sup>/<sub>4</sub>" x 11"
- Contact Ad Sales Services for additional high folio/low binding instructions
- Trimming: 1/8" trimmed off top, bottom, gutter and face. Keep all live matter 1/4" from trim edges. Note that a 1/2" safety must also be applied to both sides of the gutter.
- Insert Stock Weight: For 2 page 80# preferred; 4 to 8 pages - 60# minimum. Inserts that do not meet these minimum weights must be sent to the printer for evaluation.
- Quantity: Contact Ad Sales Services
- Closing Date for Booking Inserts: Same as ad space closing
- Insert Delivery Date: Same as ad material deadline
- Packaging and labeling of inserts for shipping: Packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with Journal title, quantity, product, issue and month/year clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating Journal title, issue date and quantity.
- All inserts must be submitted to Publisher for approval of stock, design, and other mechanical specifications.
- Copy of insert must accompany insertion order.
- Failure to meet insert specifications and packaging guidelines may result in additional charges.

**BINDING** Perfect; jogs to head

**PRINTING PROCESS** Sheetfed

**HALFTONE SCREEN** 133-150

**FOR CONTRACTS, INSERTION ORDERS & FOR PRODUCTION**

**MATERIALS**

Le-Andrea Sylvester  
 Elsevier  
 360 Park Avenue South  
 New York, NY 10010  
 Tel: 212-633-3649 • Fax: 212-633-3820  
 E-mail: le.sylvester@elsevier.com

**COLOR**

- Standard color (2C or 3C. Colors available are Black, Cyan, Magenta or Yellow): \$565 per page or fraction.
- Matched color (PMS specific number): \$690 per page or fraction.
- Metallic color (PMS specific metallic number): \$1,025 per page or fraction.
- 3 or 4-color: \$1,365 per page or fraction.
- 5 color: \$2,080 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.

**PREMIUM POSITIONS**

(Contract needed, non-cancellable; premium over earned B/W page rate.)

- Cover 2: 50% B/W page rate.
- Cover 3: 25% B/W page rate.
- Opposite TOC: 10% B/W page rate.
- Cover 4: 50% B/W page rate.
- Other preferred positions: 10% B/W page rate.

**JOURNAL WEB SITE ADVERTISING**

Contact your sales representative for rates and online opportunities.

**DIGITAL DATA**

File Formats	Preferred format is PDF or PDF/X-1a created with high-resolution PostScript from the native application. Convert the PostScript to PDF with Acrobat Distiller 4.0 or higher, set for compatibility to PDF version 1.3.
Images	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 <a href="http://www.swop.org/certification/systemlist.asp">www.swop.org/certification/systemlist.asp</a> . 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.  Refer to Elsevier Display Digital Ad Specifications for more information.

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**FOR INSERTS (Mark month, vol/issue and quantity on the box)**

*Journal of Minimally Invasive Gynecology*  
 Cadmus Richmond  
 2901 Byrdhill Road  
 Richmond, VA 23228  
 Attn: Elsevier Team

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