

PLASTIC SURGERY RESIDENT

2,700
Total Subscribers

Format

Print

Website

<http://www.plasticsurgery.org/for-medical-professionals/resources-and-education/publications/plastic-surgery-resident-magazine.html>

Content Focus

Plastic Surgery Resident is a new quarterly magazine designed to help plastic surgery residents (and young plastic surgeons) navigate the early part of their careers. Editorial coverage includes advice on choosing a career path, practice management tips from marketing to risk management, recommended journal articles for residents, coding information, news impacting residents and the specialty – and many more topics that are not always covered plastic surgical training.



Organizational Affiliation

Official publication of the American Society of Plastic Surgeons

Editor-in-Chief

Anu Bajaj, MD and B. Aviva Preminger, MD (Interim Co-Editors)

Frequency

1 issue / year

Advertising Guidelines

Advertisements in *Plastic Surgery Resident* may be cancelled up to the issue's published space closing date (the "Close Date") in writing via email. Premium advertising positions require 30 days cancellation notice prior to the issues space closing date. Advertiser will be responsible for, and hereby agrees to pay, orders cancelled after the Close Date, regardless of the date of ad placement. Short rates may apply. [ASPS Advertising Policies](#) apply.

Distribution

	US	ROW	TOTAL
Total Subscribers	2,700	0	2,700
Print Circulation	2,700	0	2,700

Journal Advertising

Print Ads

Place your message within our award-winning publications and peer-reviewed journals in medical, nursing, and allied health. Multiple sizes available as well

as premium positions.

Cover Tips / Wraps

Include your advertising message on a duplicate cover sheet placed directly on top of the existing issue front cover. Cover wraps extend over both the front and back covers of the journal, while a cover tip-on affixes only to the front cover.

Inserts / Outserts

Inserts are printed on heavy paper stock to ensure the journal will break at your ad and get your message seen. Outserts can be polybagged and ride along with one of our journals.

Run of Book Rates

Rates apply to inclusion in Print issues. All B/W (PI) rates are for pages that run in conjunction with Full Page color ad units.

Volume	Full Page Color	Full Page B/W (PI)	1/2 Page Color	1/2 Page B/W (PI)
1 x	\$6,450	\$4,620	\$4,855	\$3,025
4 x	\$6,315	\$4,485	\$4,765	\$2,935
8 x	\$6,185	\$4,355	\$4,680	\$2,850
12 x	\$6,055	\$4,225	\$4,595	\$2,765

Cover and Preferred Position Rates

- Cover 2:** 35% of earned B/W (PI) page rate
- Cover 3:** 25% of earned B/W (PI) page rate
- Cover 4:** 50% of earned B/W (PI) page rate
- Other Preferred Positions:** 25% of earned B/W (PI) page rate

Insert Rates

- 2-page:** 2.5 times earned B/W (PI) page rate
- 4-page:** 4.5 times earned B/W (PI) page rate
- 8-page:** 8.5 times earned B/W (PI) page rate

Covertip, Outsert and Inserts

Rates upon request

Agency Commission

15% agency discount should be applied. All prices shown as gross.

Closing Dates

Contact your [Sales Representative](#) for closing dates and availability.

Print Specifications

Type of Binding

Saddle-stitched

Journal Trim Size

8 1/8" x 10 7/8". Safety allowance for live matter: 1/2" from trim.

Run of Journal Page Sizes

	Non-Bleed Size			Bleed Size		
	Width		Height	Width		Height
Full page spread:	15 3/4"	x	10 5/8"	16 3/4"	x	11 1/8"
Full page:	7"	x	10"	8 3/8"	x	11 1/8"
1/2 page horizontal:	7"	x	5"	8 3/8"	x	5 1/2"
1/2 page vertical:	3 1/2"	x	10"	4 1/4"	x	11 1/8"

Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Open Type fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

Insert Requirements

Insert Size: Saddle-stitched into publication, all inserts must have a minimum of a 4" hanger plus 1/4" foot trim. All live copy should be no closer than 1/4" from the trim. Alternative sized inserts accepted pending prior ASPS approval. Inserts furnished without a fold or hanger may be tipped in pending ASPS and printer approvals and are subject to additional production costs.

Insert Stock Weight: 60 lb. coated stock for minimum weight and 100 lb. coated stock is the maximum.

Business Reply Cards Size: Final size: 4" x 6"; furnished size: 7 1/2" x 10 1/4" scored & folded; flat size: 10 1/8" x 4 1/4" add 1/4" foot trim.

Business Reply Cards Stock Weight: 75 lb. hi bulk (required by USPS)

Packing Instructions: Carton packing preferred with quantity, publication and issue clearly indicated.

Shipping Address: Barb Ehrenberg, Ripon Printers, 656 South Douglas Street, Ripon, WI 54971

Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

Advertising Representative (U.S.)

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