RATES

1. Effective Date & Discounts:
   a. Effective rate date: January 1, 2007.
   b. Agency commission: 15%; Color, bleed, position and insert charges (excluding backup) are commissionable. All extra charges are noncommissionable.
   c. All payments not received within 30 days will be subject to a service charge of 2% per month.

2. Earned Rates:
   a. Full run: Earned rates are given to advertisers based on advertising frequency within a 12-month, calendar year period. The earned rate is determined by the number of insertions. A spread counts as two insertions; full page, fractional pages, and each page of an insert count as one insertion.
   b. Combination rates: All insertions of a parent company and subsidiaries are combined to determine the earned rate.

3. Rates (Effective January 1, 2007):

<table>
<thead>
<tr>
<th>Frequency</th>
<th>One Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Time</td>
<td>$1545</td>
<td>$950</td>
<td>$575</td>
</tr>
<tr>
<td>3 Times</td>
<td>1295</td>
<td>850</td>
<td>535</td>
</tr>
<tr>
<td>6 Times</td>
<td>1135</td>
<td>800</td>
<td>515</td>
</tr>
<tr>
<td>12 Times</td>
<td>1025</td>
<td>755</td>
<td>475</td>
</tr>
</tbody>
</table>

4. Extra Charges:
   a. Composition Charges
      1 page ....................................... $185
      1/2 page ..................................... 105
      1/4 page ..................................... 95
      An additional charge will be added to the above for typefaces not stocked by the printer, major alterations to original copy once type is set, or major corrections or resetting due to incorrect or misleading copy. All printer errors will be corrected without charge. All copy must be received two weeks prior to closing dates. Publisher will not guarantee proofs or corrections if copy is received late. Composition charges will be billed if cancellation of ad occurs after the ad has been typeset.
   b. Film: For extensive alterations to existing film made by printer at the advertiser’s request, an extra charge based on cost involved will be made.
   c. Key changes: No extra charge is made for key changes. The publisher will not grant any deductions for errors on keys.

5. Color Rates: In addition to earned black-and-white rates.
   a. Standard color (AAAA red, blue, green, yellow, orange) per page ......................... $455
   b. Matched color rate per page .............. $565
   c. 3-Color rate per page ....................... $1350
   d. 4-Color rate per page ....................... $1350
   e. 4th cover color surcharge ................... $510
   f. 5-color rate: first 4 colors at the 4-color rate; 5th color at the matched-color rate.
   g. Color rate for spreads: Each page of the spread priced separately with applicable color charges.
   h. Commission data: color charges commissionable.

6. Bleed:
   Flat rate—$40 per page, color and/or black (black and white bleed, black and white plus color bleed, gutter bleed).

7. Cover and Preferred Position Rates: Add to earned black-and-white rate, color additional.
   a. 2nd Cover: earned rate plus 25%.
   b. 3rd Cover: earned rate plus 25%.
c. 4th Cover: earned rate plus 50%, plus $510 in addition to regular color rate.
d. Page Facing 2nd Cover: earned rate plus 25%.
e. Page Facing First Text: earned rate plus 25%.
f. Page Facing Table of Contents: earned rate plus 25%.
g. Rates upon request for unusual positioning.

8. Classified ads: See section #3.

9. Insert Rates:
a. 2-page inserts: 2 times earned black and white rate, plus 25%.
b. 4-page inserts: 4 times earned black and white rate, plus 25%.
c. Backup rates per page: 1/2 earned black and white rate, plus 25%.
d. Larger units, gate-folds, tip-ins, die cuts: Rates upon request.
e. Special handling charges, etc.: For unusual insert handling, rates upon request.

ISSUANCE AND CLOSING

10. Established: 1957


12. Issue Date: 22nd of publication month.

13. Mailing Date & Class: One week preceding issue date. Periodicals class.

14. Closing Dates:
a. Insertion order: 6th of preceding month; cancellations, one week after closing.
b. Materials: Due 10th of preceding month.
c. Inserts: Due 15th of preceding month to printer (delivery date).

GENERAL INFORMATION

15. Requirements for Advertising Acceptance:
Subject to approval by editor. Complete description of products, two copies to be sent to publisher. Time for clearance: 3 weeks before closing date.

16. Placement Policy for Advertising:
ROB placement. Premium positions available upon request.

MECHANICAL REQUIREMENTS

20. Ad Size Specifications:
Magazine Trim Size 8" × 103/4".
a. Single page 8" × 103/4".
   Bleed single page 81/4" × 11".
   Hold live matter in 1/4" from all sides.
b. Half page vertical 31/8" × 9 1/4".
c. Half page horizontal 6 5/8" × 4 1/2".
d. One quarter page vertical 31/8" × 4 5/8".

21. Paper Stock:
a. Inside pages: 40# black and white coated.
b. Cover: 100# enamel.
c. 4-Color process: 40# coated.
22. Type of Binding: Perfect bound.

23. Halftone Screen:
133 screen recommended.

24. Reproduction Requirements:
   Collect for output including fonts and graphics.
   Use Adobe Type 1 fonts only.
c. Tiff and Eps images should be 300 dpi and saved
   as CMYK, not RGB. Do not use LZW or JPEG compression
   on graphics.
d. Avoid colorizing Tiffs in QuarkXpress, and using
   rules smaller than 0.5 points.

25. Proofs:
Provide three match color proofs: color correct proof
(Fuji or Iris) or match print proof.

26. Disposition of Advertising Material:
Destroyed one year after date of last insertion unless
otherwise instructed.

INSERT INFORMATION

27. Insert Sizes and Specifications:
a. Multiple-page insert stock weight should not
   exceed 70 lb. book basis.
b. All multiple-page inserts except those requiring
   backup should be folded.
c. Gatefolds or shortcut inserts—submit samples to
   the publisher for review by printer.
d. Quantity: 4500.
e. Copy clearance: All inserts subject to approval by
   editor. Copy should be supplied prior to printing
   inserts to Advertising Production Department,
   Acta Cytologica, 8342 Olive Boulevard, St. Louis,
   Missouri 63132-2814. Allow three weeks for
   approval.

28. Trimming Requirements:
Trim sizes:
a. Final trim size of journal 8” × 11”.
b. Foot trim allowance 1/8”.
c. Gutter (grind off) 1/8”.
d. Outside trim (thumb edge) 1/8”.
e. Head trim 1/8” minimum. 11 3/4” maximum
   including insert and head and foot trims.
f. Bleeds must provide a minimum of 1/8” bleed trim
   allowance.
g. Live matter on non-bleed pages must be at least
   1/2” from trims. Publisher will not be responsible
   for quality when this rule is violated.
h. Jog to the foot.

Insert size (including binder trim and bleed allowance):
a. Maximum 81/2” × 111/2”.
b. Minimum 5” × 7”.
c. Pre-trimming will be billed as an additional charge
   if furnished over the maximum size or with
   improper trim allowance.

Reply cards:
   Maximum card size: 8 1/2” × 11”.
   Minimum card size: 5” × 7”.
   The smaller card must bind on the 7” edge.
   Placement of business reply cards is at the discre-
   tion of the publisher.

29. Shipping: Cartons must be identified by publication
   name, date, and insert quantity clearly marked.
   Ship to: ACTA CYTOLOGICA
   R. R. DONNELLEY MAGAZINE GROUP
   121 Matthews Drive
   Senatobia, MS 38668
   Attn: Joel Pigues
   Phone: (662) 562-5252

EDITORIAL

30. Index issue: November–December.

31. General Editorial Direction:
   ACTA CYTOLOGICA is designed for the publication
   of scientific articles offering significant contributions
   to the advancement of clinical cytology. The editorial
   content includes letters to the editors; original articles
   on case reports, new research, new methodology and
   instrumentation pertaining to cytology; and demo-
   graphic reports on cytology-related topics. Special
   features include symposia, book reviews, announce-
   ments of meetings and news from affiliated societies
   of cytology.

32. Average Issue Information (July–August 2005 to
    May–June 2006):
a. Average number of articles per issue: 26
b. Average article length: 5 pages
c. Editorial departments features:
   Original articles
   Case reports
   Letters to the editors
   Editorials
   Calendar of IAC-sponsored/endorsed events
Abstracts:
   Analytical and Quantitative
   Cytology and Histology
   Proceedings of scientific meetings
   a. Submitted (articles, case reports, letters to the editors): 91%
   b. Articles or abstracts from meetings or other publications: 4%
   c. Indexes: 5%
   d. Peer review: All articles submitted are peer reviewed.

CIRCULATION

34. Circulation (figures based on 6-month average):
   Total Paid 3692
   Total Free 31
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   3723


36. Coverage and Market:
   b. Market served: Clinicians, obstetricians, gynecologists, chest surgeons, thoracic surgeons, cell biologists, physiologists, clinical pathologists.

37. Territorial Distribution: (July–August 2006)
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total U.S. paid</td>
<td>1300</td>
</tr>
<tr>
<td>Foreign</td>
<td>2179</td>
</tr>
<tr>
<td>Total paid</td>
<td>3479</td>
</tr>
</tbody>
</table>
   | Complimentary, exchange and advertising copies | 31
   ---
   Total distribution 3510

38. Subscription Data:
   a. Domestic, $295; Canada and Foreign, $385; Single Copy, $65; Canada and Foreign, $80.
   b. Number of issues sent after subscription expiration: One.
   c. Annual percentage of subscription renewals: 90%.