



AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS

PRINT ADVERTISING

Journal of the
AAOS

AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS

*An Official Clinical Journal of the
American Academy of Orthopaedic Surgeons*

Established 1993

AAOS Now

*The official news publication of the
American Academy of Orthopaedic Surgeons*

DIGITAL ADVERTISING

AAOS.org

Headline News Now

E-Newsletter

2010 RATES & DATA

CONTACT INFORMATION

Publisher's Office:

American Academy of Orthopaedic Surgeons
6300 N. River Road Rosemont, IL 60018-4262
847-823-7186 / www.aaos.org

Advertising & Sales Office:

Pharmaceutical Media, Inc.
30 East 33rd Street, 4th Floor New York, NY 10016
Fax: 212-685-6126

Display Advertising Account Managers:

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Production Coordinator:

Kathy Clark; 212-904-0365
kclark@pminy.com

Send Contracts and Insertion Orders to:

Pharmaceutical Media Inc.
30 East 33rd Street
New York, NY 10016
Tel: 212-904-0365
Fax: 212-685-6126
kclark@pminy.com

Send Ad Materials and Classified Advertising to:

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American Academy of Orthopaedic Surgeons
6300 North River Road
Rosemont, IL 60018-4262
Tel: 847-384-4145
Fax: 847-823-8033
wiegand@aaos.org

ADVERTISERS' INCENTIVE PROGRAMS

Frequency Reward: Run an ad five times and receive one free ad. Run an ad ten times and receive two free ads. Free ads must be same size, or smaller than, paid ads.

Combination Discount: Run an ad in the same month of *JAAOS* and *AAOS Now* and take \$250 per page discount off both publications.

New Advertiser Discount: Commit to three paid ads to receive a 15% discount off the gross cost of each ad.

Corporate Discount: Based on prior year combined spending level in *JAAOS*, *AAOS Now*, and Annual Meeting Sponsorships.

Prior Year Spending Level	Discount
\$10,000-\$50,000.....	1%
\$50,001-\$100,000.....	3%
\$100,001 and over.....	5%

Journal of the AAOS

AMERICAN ACADEMY OF ORTHOPAEDIC SURGEONS

GENERAL INFORMATION

EDITORIAL: Original review articles on topics pertaining to the practice of orthopaedics presented in a convenient, highly readable format. Articles are peer-reviewed. Within a given issue, a variety of topics and anatomic areas will be covered, with content focused on clinical problem solving from diagnosis to treatment.

The *Journal of the American Academy of Orthopaedic Surgeons* is indexed and abstracted in MEDLINE/PubMed.

ACCEPTANCE OF ADVERTISING: All advertisements are subject to review and approval by the Editor-in-Chief.

AD FORMAT AND PLACEMENT POLICY: Stacked

BONUS DISTRIBUTION: March issue at the AAOS Annual Meeting

CIRCULATION

TOTAL CIRCULATION: 31,527

CIRCULATION VERIFICATION: Sworn statement; Benefit of dues.

CIRCULATION BREAKDOWN

AAOS Members.....	20,342
AAOS Residents.....	4,514
Paid non-members.....	548
Total U.S.....	25,404
International Members.....	5,603
Paid non-members.....	520
Total Circulation.....	31,527

ISSUANCE & CLOSING DATES

Issue	Closing Date	R.O.B. Materials	Inserts	Mail
January	November 25	December 4	December 11	December 29
February	December 29	January 5	January 12	January 26
March	January 25	February 2	February 12	February 25
April	February 25	March 2	March 12	March 25
May	March 25	April 1	April 9	April 24
June	April 26	May 4	May 11	May 26
July	May 25	June 2	June 11	June 25
August	June 25	July 2	July 9	July 24
September	July 26	August 3	August 11	August 25
October	August 25	September 1	September 10	September 25
November	September 27	October 1	October 12	October 26
December	October 25	November 2	November 10	November 25

***SEE REPRODUCTION REQUIREMENTS NEXT PAGE**

RATES

EARNED RATES: Rates are based on the total number of insertions (full or fractional pages) used within a one-year period.

COMBINATION FREQUENCY: Ad units run in *JAAOS* and *AAOS Now* combine to achieve maximum rate frequency.

AGENCY COMMISSION: 15%

DUAL RESPONSIBILITY: Advertisers agree to accept "dual responsibility" for payment if the advertiser's agency does not remit payment within 90 days of the invoice date.

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$2,900	\$1,720	\$ 900
6x	\$2,790	\$1,660	\$ 850
12x	\$2,650	\$1,580	\$ 830
24x	\$2,535	\$1,495	\$ 810
48x	\$2,390	\$1,460	\$ 790
60x	\$2,360	\$1,420	\$ 780
84x	\$2,290	\$1,370	\$ 760

COLOR RATES: in addition to earned B/W rate

Standard Color:	\$ 690	3/Color or 4/Color:	\$1,870
Matched Color:	\$ 820	5/Color:	\$2,690

PREFERRED POSITIONS:

2nd Cover: 35% Premium
4th Cover: 50% Premium
Table of Contents: 25% Premium
Facing First Editorial: 25% Premium

INSERTS: Earned page rate times the number of pages plus one page. For large inserts, gatefolds, etc., please inquire.

MECHANICAL SPECIFICATIONS

TRIM SIZE: 8-1/4" x 10-7/8"

AD SIZES	Non-Bleed	Bleed
	Width x Height	Width x Height
Spread	14" x 10"	17" x 11-1/4"
Full Page	7" x 10"	8-1/2" x 11-1/4"
1/2 Page Horizontal	7" x 4-7/8"	8-1/2" x 5-5/8"
1/2 Page Vertical	3-3/8" x 10"	4-1/4" x 11-1/4"
1/4 Page	3-3/8" x 4-7/8"	

PAPER STOCK:

Inside: 60 lb. coated text Covers: 80 lb. coated cover

TYPE OF BINDING: Perfect binding

HALFTONE SCREEN: 133-line screen

INSERT REQUIREMENTS:

- All inserts must be furnished printed, folded, and untrimmed. Sample of insert must be submitted to Production Manager for approval. Carton packing preferred, with quantity, publication, and month clearly indicated.
- 2-page insert: min. 8-1/2" x 11-1/4"
4-page insert: 17" x 11-1/4" (before folding)
- Trim: 1/8" from all four sides. Jogs to head.
- Stockweight: 50 lb. min.; 80 lb. max.
- Quantity: 34,000 (includes spoilage)
- Ship to:**

IPC Print Services
Attn: Receiving—cust furnished inserts
2024 Hawthorne Avenue St. Joseph, MI 49085
Tel: 269-983-9130

GENERAL INFORMATION

EDITORIAL: Timely news and in-depth reviews of orthopaedic practice and risk management, socioeconomic trends, regulatory issues, clinical and subspecialty topics, continuing medical education, technology updates, AAOS activities, and subspecialty meeting coverage.

ACCEPTANCE OF ADVERTISING: All advertisements are subject to review and approval by the Editor.

AD FORMAT AND PLACEMENT POLICY: Interspersed

BONUS DISTRIBUTION: March issue at the AAOS Annual Meeting.

CIRCULATION

TOTAL CIRCULATION: 25,539

CIRCULATION VERIFICATION: Sworn Statement

COVERAGE: U.S. and Canada

MARKET SERVED: Orthopaedic Surgeons and Residents, Osteopaths, Allied Health Fellows, and Candidate Members of AAOS receive *AAOS Now* as a benefit of membership.

ISSUANCE & CLOSING DATES

Issue	Closing Date	R.O.B. Materials	Inserts	Mail
January	Dec 4	Dec 10	Dec 18	Jan 7
February	Jan 5	Jan 12	Jan 21	Feb 5
March	Feb 5	Feb 11	Feb 19	March 5
April	March 5	March 10	March 19	April 7
May	April 5	April 13	April 21	May 7
June	May 5	May 12	May 20	June 14
July	June 4	June 10	June 18	July 6
August	July 6	July 13	July 21	Aug 7
September	Aug 5	Aug 11	Aug 20	Sept 8
October	Sept 3	Sept 10	Sept 17	Oct 7
November	Oct 5	Oct 12	Oct 19	Nov 5
December	Nov 5	Nov 10	Nov 19	Dec 8

RATES

Frequency	King	3/4 Page	Island	1/4 Page
1x	\$3,480	\$3,090	\$2,500	\$1,620
6x	\$3,370	\$3,030	\$2,420	\$1,560
12x	\$3,300	\$2,990	\$2,360	\$1,520
24x	\$3,210	\$2,920	\$2,260	\$1,450
48x	\$3,110	\$2,820	\$2,170	\$1,360
60x	\$3,090	\$2,790	\$2,150	\$1,320
84x	\$3,030	\$2,710	\$2,100	\$1,240

COLOR RATES: in addition to earned B/W rate
 Standard Color: \$ 660 3/Color or 4/Color: \$1,820
 Matched Color: \$ 790 5/Color: \$2,550

PREFERRED POSITIONS:
 2nd Cover: 35% Premium 4th Cover: 50% Premium

MECHANICAL SPECIFICATIONS

TRIM SIZE: 10.5" x 14"

AD SIZES

	Non-Bleed Width x Height	Bleed Width x Height
King Spread	19.92" x 12.25"	21.25" x 14.25"
King Page	9.42" x 12.25"	10.75" x 14.25"
3/4 Page Horizontal	9.42" x 9.185"	10.75" x 9.935"
3/4 Page Vertical	7" x 12.25"	7.8" x 13"
Island Spread	15.09" x 10"	15.35" x 10.75"
Island 1/2 Page	7" x 10"	7.8" x 10.75"
1/2 Page Horizontal	9.42" x 6.125"	10.75" x 6.875"
1/2 Page Vertical	4.585" x 12.25"	5.375" x 13"
1/4 Page Square	4.585" x 6.125"	5.375" x 6.875"

PAPER STOCK:

- Inside: 50 lb. Flo Gloss
- Covers: 80 lb. coated cover

TYPE OF BINDING: Saddle-stitched

INSERT REQUIREMENTS:

- King insert supplied size: 10-3/4" x 14-1/4"
- Island insert supplied size: 8-1/8" x 11-1/4"
- Trimming: 1/8" from head, foot, and face. No gutter grind off.
- Jogs to the head.
- Supply multiple-leaf inserts folded.
- Submit a sample insert to Kathy Clark for approval.
- Quantity: 27,000
- Packing: Carton packing required. *AAOS Now*, month of issue, and quantity must be clearly marked on outside of cartons.
- Ship to:**
 IPC Print Services
 Attn: Receiving—cust furnished inserts
 2024 Hawthorne Avenue
 St. Joseph, MI 49085
 Tel: 269-983-9130

REPRODUCTION REQUIREMENTS

(*Journal of the AAOS*, *AAOS Now*, and *The Daily Edition*)

Digital files required.

PREFERRED FORMAT: PDF/X-1a

COLOR PROOFS: All proofs must conform to SWOP standards. If no proofs are furnished, color match on press cannot be guaranteed. Furnish proofs to 100% of print size.

CHECKLIST BEFORE SUBMISSION:

- Convert all RGB color to CMYK
- Submit all elements at 100%
- Include all fonts as well as fonts used in graphics
- DO NOT nest EPS files
- Use default of .25 pt for trapping
- Avoid rotation and cropping of images in layout programs

Questions? Contact Dave Wiegand at 847-384-4145.

FTP DELIVERY:

Address: ftp://specialty.aaos.org
 User name: advertising
 Password: downloads
 Upload the file into the appropriate folder and send notification to wiegand@aaos.org

DIGITAL ADVERTISING OPPORTUNITIES

DIGITAL PRODUCTION MANAGER: Samir Delgado: 212-904-0369: sdelgado@pminy.com

Headline News Now

AAOS
AMERICAN ACADEMY OF
ORTHOPAEDIC SURGEONS
AMERICAN ASSOCIATION OF
ORTHOPAEDIC SURGEONS

HEADLINE NEWS NOW E-NEWSLETTER

Headline News Now is e-mailed to approximately 27,622 AAOS members three times each week (Monday, Wednesday, Friday). *Headline News Now* delivers the latest on clinical socioeconomic, and political issues of interest to orthopaedic surgeons, practice executives, and industry leaders, as well as important announcements from the AAOS. *Headline News Now* has an average open rate of 25%.

AD POSITIONING:

Three leaderboard ads (728 x 90) available in each issue. Ads are positioned above three main editorial sections: Today's Top Story, Other News, and Your AAOS.

NET RATES:

Each Ad:

1x/week for 4 weeks

\$960 per week
(\$3,840 per month) per leader board position

3x/week for 4 weeks

\$2,100 per week
(\$8,400 per month) per leader board position

AD SPECIFICATIONS:

File Types: Images: GIFs & JPEGs only
Max File Size: 40KB
3rd Party Ad Tags: Accepted (subject to review)

DIGITAL PRODUCTION MANAGER:

Samir Delgado: 212-904-0369: sdelgado@pminy.com

ADVERTISING ON AAOS.org

The AAOS is now accepting advertising on non-CME landing pages of its website www.aaos.org.

RUN-OF-SITE PLACEMENT

2 ads per page, rotated randomly
(one banner and one skyscraper)

LANDING PAGES

JAAOS
AAOS NOW
Member Services
News
Physician Education
Find an Orthopaedist
Search Results

MONTHLY TRAFFIC AVERAGES

Visitors: 50,000 to 60,000
Visits: 70,000 to 80,000
Page Views: 120,000 to 140,000
Ad Impressions: 120,000 to 130,000

SPECS

Acceptable Banner Sizes: 728x90 and 468x60
Acceptable Skyscraper Sizes: 160 x 600 or 120 x 600
File Types: .gif, .jpg, .swf
File Size: 40k
3rd Party Tags: Acceptable (subject to review)

PRICING

All costs are NET \$65 per 1,000 impressions.
25,000 impression minimum buy.