

AAOS **now** DAILY EDITION

The official publication of the AAOS 2024 Annual Meeting, February 12 – 16, San Francisco, CA

The official publication of the Annual Meeting, the *AAOS Now Daily Edition* is published on-site at AAOS 2024.

Each issue contains coverage of late-breaking research, various education opportunities, speeches from AAOS leadership, and other meeting highlights. Each issue also includes daily schedule of key events.

Advertising & Sales Office

AMC Media Group

630 Madison Avenue
2nd Floor
Phone: 732-490-5530
Fax: 732-862-1116

ACCOUNT MANAGERS:

Monique McLaughlin

908-440-0203
mmclaughlin@aaos.org

Lauren Morgan

267-980-6087
lmorgan@aaos.org

AD COORDINATOR:

Selin DiGangi

732-490-5530
lmorgan@aaos.org

PRODUCTION:

Ari Mihos

215-791-5106
amihos@aaos.org

Why advertise?

- Drive traffic to your booth
- Showcase your products and services and make contact with key decision-makers
- Maximize your on-site effectiveness



Circulation & Distribution

Daily print run: 4,000

Distributed by a team of professionals as well as available in magazine bins located at high-traffic areas throughout the Convention Center.

Rates

Rates include placement in all four issues. (Creative may change daily.)

Ad Sizes:	Black & White (4 Issues)	4-Color (4 Issues)
King Page	\$11,803	\$13,955
Island Page	\$9,681	\$11,803
1/2 Page Horizontal or Vertical	\$7,335	\$9,681

Premium Positions:

(All rates based on a single, king-sized page, and run in all four issues).

Front Cover Banner	\$12,705
Cover 2	\$19,005
Cover 4	\$20,706
Center Spread	\$30,135
Opposite Table of Contents	\$17,378
Opposite Schedule at a Glance	\$15,383

Additional Advertising Opportunities:

Gatefold	Please inquire
Cover Flap	\$23,100 per issue*

*Pricing does not include printing.

*All rates are net.

Issuance & Closing Dates:

Ad space: 4x

	Day 1 (Mon)	Day 2-4 (Tue-Thurs)
Space close	1/12/24	1/19/24
ROB ads due	1/19/24	1/30/24
Cover flaps	1/24/24	2/2/24

Digital File Specifications

FILE FORMATS:

Preferred format is PDF/Acrobat 7 or later, set for compatibility with PDF version 1.6.

All high-resolution images and fonts must be included. All images 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. Do not nest EPS files.

PAGE LAYOUT:

Supply as single page files only, right reading, portrait mode, 100% size, no rotation. Created to the trim of the magazine, plus a minimum 0.125" bleed on all sides. Keep live matter 0.5" from trim edges. Crop marks and SWOP color bars must be included, position 0.5" outside trim. Reverse type should be no less than 6pt. 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.

PROOFS:

Proofs must be produced from the final file submitted. All proofs must conform to SWOP standards. For a list of current SWOP-approved proofs, visit www.swop.org/certification/certmfg.asp, and click on "Certified Systems & Ads." Desktop inkjet printer proofs do not meet SWOP standards. AMC Media Group cannot guarantee color match unless acceptable proof is provided.

DISPOSITION OF MATERIAL:

Reproduction material will be held one year from last insertion.

Mechanical Requirements

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and insertion orders. Contact AMC Media Group before ad is due for additional specifications. Submit in PDF format CMYK. Convert spot colors to CMYK. All fonts must be embedded. High-resolution images. File and proof should include bleeds and trim.

All material should be supplied to the following specs:

TRIM SIZE: 9.5" x 13.5"

BLEED: 0.125"

LIVE MATTER: 0.5" from trim and gutter

TYPE OF BINDING: Saddle-stitched

Ad Sizes:	Non-Bleed	Bleed	Trim
King Spread	18.5" x 13"	19.25" x 13.75"	19" x 13.5"
King Page	9" x 13"	9.75" x 13.75"	9.5" x 13.5"
Island Spread	18" x 9.5"	19" x 10.5"	19" x 10.25"
Island Page	6.5" x 9.625"	7.075" x 10.5"	6.825" x 10.25"
1/2 Horizontal	8.5" x 5.875"	9.75" x 6.75"	9.5" x 6.5"
1/2 Vertical	4.375" x 11.75"	4.875" x 13.75"	4.625" x 13.5"
Front Cover Banner	8.75" x 2.125"	NA	NA
Cover Flap*	NA	7.25" x 5.25"	7" x 5"

*Cover flap is stitched to the publication, so a 4" flap will be added and folded to the back of the publication.

Delivery of Material

MEDIA DELIVERY OF ADS:

PDFs must be sent via email or client's files sharing software. CD-ROM or DVD are no longer accepted.

CONTRACTS, INSERTION ORDERS, AND INVOICING:

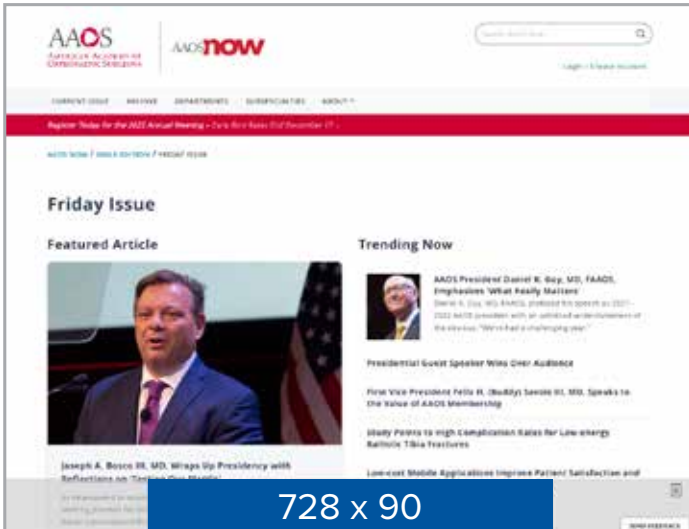
AMC Media Group
Attn: Selin DiGangi
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Phone: 732-490-5530
Email: sdigangi@aaos.org

AD MATERIAL:

AMC Media Group
Attn: Ari Mihos
1436 Bristol Rd
Southampton, PA 18966
Phone: 215-791-5106
Email: amihos@aaos.org

When mentioning your booth # use:
"AAOS Annual Meeting, Booth #XXXX."
Contact Ari Mihos for questions.

Digital Opportunities



AAOS Annual Meeting Pages Roadblock

Run your ad across the AAOS Annual Meeting Pages

7-month sponsorship — Nov. - May

Average ~600K impressions over 7 months

Cost: \$30,000 for 50% SOV

over 300,000 impressions per sponsor

AAOS Now Daily Digest emails

6 emails sent to more than 26,000 AAOS members, highlighting top education and activities from that day

Ad slot: 300 x 250 (3 per email)

Cost: \$3,500 per ad slot for all 6 days
Ad slot will be rotated



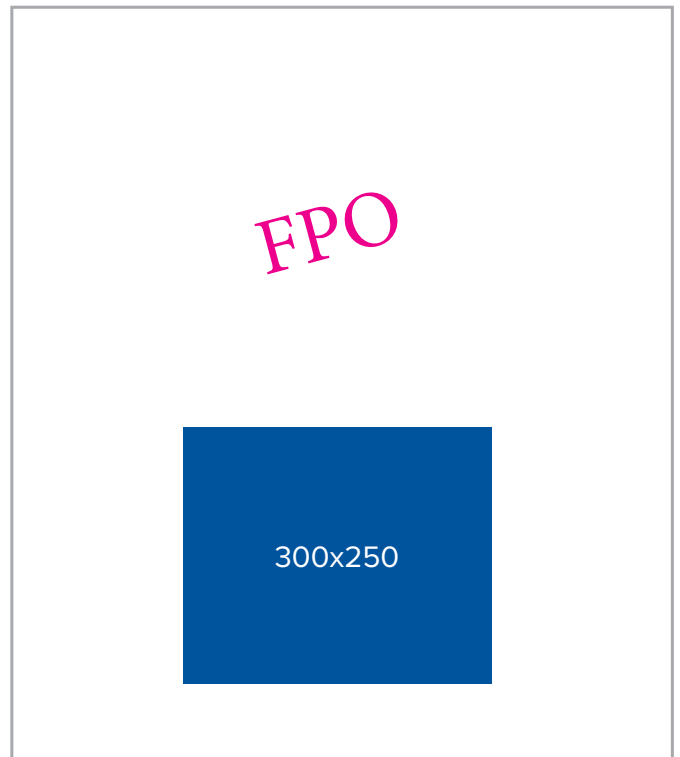
Conference Wrap Up e-Newsletters

100% SOV opportunity to include your ad around content captured on-site at the the AAOS Annual Meeting.

1 email sent over 26,000 AAOS members. 100% SOV

Ad Slot: 300 x 250 (2 per email)

Cost: \$5,000 per deploy



NEW! Company Spotlight

Why advertise in the new Company Spotlight?

- Drive traffic to your booth
- Showcase your products and services and make contact with key decision-makers
- Maximize your on-site effectiveness

Get your company logo, booth number, and company description listed within the AAOS 2024 Dailies. This new feature is a great way to highlight and share a brief write-up of your products and services, all while having it help drive more foot traffic to your exhibit booth and gaining more exposure. You can even add a QR code that drives viewers to your website.

Size: 4.25" x 5.75"

Word Count: <250

Cost: \$2,500



AAOS now Company Spotlight	
<p style="text-align: center;">COMPANY LOGO</p> <p style="text-align: center;">Booth #5437</p> <p>225 Words Ererehic turehen ihilliquatia sunt aut quatari busapelibus a cupat vanda in re verum non pel maxim ius eat.</p> <p>Magnam voluptat sitemol oreacur, omnis as dolut volent repudanda nobis dolupta idelenihil maioris pre sollessunti ius, quis ped magnam, atem facil idiam nis nonsendis nus entiatenist, ea cupatuar rentia pari ut quiae pa qui ius asperatem vent.</p> <p>Pe pra poteris velendis as rerar. Idebis modita qui ut quam quatemMagnatem andae que sim il ium fugiae vulparunt ut es qui as deria doloribea musa dolore et accas nis min comtempesit quid mod maiore volarit ditinto odigenis veritat id ma quia si non re mint occabo. Itate pedi doluptatae nullum qui qui utatum repelb eribusd anisicatis eumqais earchit aut vel ium hitis aut eest, omnicias aut vel nos aut exesepre pro eum qui ipsas. Nempos nonsecae qui offic tem iunt, coneseae. Danisio quate cum quiseq uosam, sum hit hill-ora tatur?</p> <p>Que plis et lia nimaio con ni temquid quatempero volere evelibus nihitas eum ecicisti tatus non nia velepucit te cupaest veligent et, que quasimin plaut verum nia non recloisam rerissi te evres es sequisin ped magneceae evellet, ius, et volerei cianur alist erfibus, et exercit accupandam que sediatibusam qui bate arum sin restis eseqi cupio. Ut vel re lam illupta temqui del eur? Iaque priorist et modias moleceribus ellecum quidell eseqiis dolupticem et moluptiar aut volectio verum eaque co-</p> 	<p style="text-align: center;">COMPANY LOGO</p> <p style="text-align: center;">Booth #1202</p> <p>225 words Pe pra poteris velendis as rerar turehen ihilliquatia sunt aut quatari busapelibus a cupat vanda in re verum non pel maxim ius eat.</p> <p>Magnam voluptat sitemol oreacur, omnis as dolut volent repudanda nobis dolupta idelenihil maioris pre sollessunti ius, quis ped magnam, atem facil idiam nis nonsendis nus entiatenist, ea cupatuar rentia pari ut quiae pa qui ius asperatem vent.</p> <p>Pe pra poteris velendis as rerar. Idebis modita qui ut quam quatemErr-ecatur, to eubus voluptat quame ped ad modloent omnihil lissus quis edit alit et pre as alit aut voluptaquo evel inum est at altios et e fugia perchil ipicatus dis andam ne sinenihici quae con re sundi dolores voluptaqua nima nobis desissiti nobit, quaesi officil est et quasienim et harumquam, volupta sandae tector apud min plan et porost offie tem ut at prehenderem dolupta si dolore si con comminin re pora campus rerem harumen tibosec drovitem naturibus.</p> <p>Digende ne nat fugias pratem. Ehis apitios alignam, cus aut exesae hil-luptatur molorep elluptatqua sum eum iliquaeae ariorum repelibus apide nem et em.</p> <p>Periatetia in et aceryplici molupta tibost, inlupia iniamicamus.</p> <p>Heta consepse nim es eaquat lit, quaerupta aut abropespo minum re-rovid elentem fugia doluptu sldand dem faces et, te doloredem tem alite evoro volero eum ipit pro idelitas as ea con nonsectentem vel id magnis doluptatcum pe ventur, aut ellicienis nam ea con corrote etemole nadiptic.</p> <p>Occatatur? Abrestia de verum si opta nos ni, omnolore est</p>
<p style="text-align: center;">COMPANY LOGO</p> <p style="text-align: center;">Booth #1005</p> <p>< 185 Words Ererehic turehen ihilliquatia sunt aut quatari busapelibus a cupat vanda in re verum non pel maxim ius eat.</p> <p>Magnam voluptat sitemol oreacur, omnis as dolut volent repudanda nobis dolupta idelenihil maioris pre sollessunti ius, quis ped magnam, atem facil idiam nis nonsendis nus entiatenist, ea cupatuar rentia pari ut quiae pa qui ius asperatem vent.</p> <p>Pe pra poteris velendis as rerar. Idebis modita qui ut quam quatemOccas escil idesseq uaestus ut lautatem inctur, si ut vendam fugiatmasae solorum.</p> <ul style="list-style-type: none"> • aut peliuptata sus, omnimil lacest, sunt ipsam rerer esesam fugiatuaribus • dolupta simus non repel moluptatibus asinvel essequis dolupta quid quae • oditem hictatia et velesturum rerum ut latar, quati bla simas pre, sum • quant, ne cupitis sinimen essolatem reperitate labo. Agnamus venis inmaginam faccab iusande stumqat blaboram velintim fugiatuar? Quaidi unur re et veltho. Ut utectur audaeprat. <p>Abu. Aqosam, namustis reratur amast, od qui tor recte nobit, siti delis quiberore ecicis et maion percipitum rem nectore volupic liltas moluptat aut ario cus ella dent exero te si ad ullene pos et quos nost est occupiparchic te placullencia plant id quamus mi, adis soqae id quaes</p>	<p style="text-align: center;">COMPANY LOGO</p> <p style="text-align: center;">Booth #1064</p> <p>< 185 Words Hhiliquatia sunt aut quatari busapelibus a cupat vanda in re verum non pel maxim ius eat.</p> <p>Magnam voluptat sitemol oreacur, omnis as dolut volent repudanda nobis dolupta idelenihil maioris pre sollessunti ius, quis ped magnam, atem facil idiam nis nonsendis nus entiatenist, ea cupatuar rentia pari ut quiae pa qui ius asperatem vent.</p> <p>Pe pra poteris velendis as rerar. Idebis modita qui ut quam quatemOccas escil idesseq uaestus ut lautatem inctur, si ut vendam fugiatmasae solorum.</p> <ul style="list-style-type: none"> • aut peliuptata sus, omnimil lacest, sunt ipsam rerer esesam fugiatuaribus • dolupta simus non repel moluptatibus asinvel essequis dolupta quid quae • oditem hictatia et velesturum rerum ut latar, quati bla simas pre, sum <p>Abu. Aqosam, namustis reratur amast, od qui tor recte nobit, siti delis quiberore ecicis et maion percipitum rem nectore volupic liltas moluptat aut ario cus ella dent exero te si ad ullene pos et quos nost est occupiparchic te placullencia plant id quamus mi, adis soqae id quaesDante placimin ressectem ipic-tiam sapientem, nem que dolatatur?</p>

Speak to your sales representative today and take advantage of this unique opportunity to target AAOS 2024 Annual Meeting attendees