

#1 in Readers, High Readers, and Ad Page Exposures*

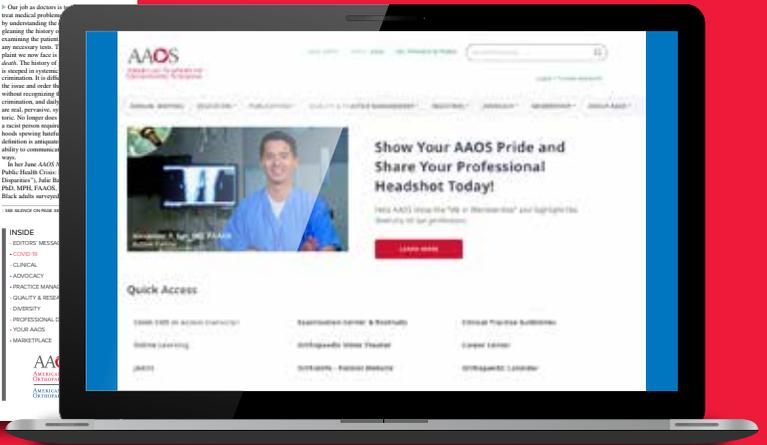
Print



Email



Online



2021 RATE CARD & MECHANICAL REQUIREMENTS

*Kantar, June 2020

Issuance & Closing Dates:

FREQUENCY: 12x

MAILING CLASS: Periodical

CLOSING DATES:

Issue Date	Closing Date	Ad Materials	Furnished Cover Tips & Inserts
January	11/20/20	12/4/20	12/4/20
February	12/23/20	1/6/21	1/11/21
March	1/20/21	2/3/21	2/8/21
April	2/22/21	3/5/21	3/8/21
May	3/23/21	4/6/21	4/9/21
June	4/19/21	5/5/21	5/10/21
July	5/21/21	6/4/21	6/9/21
August	6/21/21	7/2/21	7/9/21
September	7/19/21	8/2/21	8/9/21
October	8/30/21	9/8/21	9/15/21
November	9/24/21	10/5/21	10/11/21
December	10/22/21	11/3/21	11/10/21

BONUS DISTRIBUTION ISSUE:

August: AAOS Annual Meeting

Meeting dates: Aug. 31, 2021, to Sept. 4, 2021

About AAOS Now

EDITORIAL:

As the leading orthopaedic news magazine, AAOS Now offers a unique blend of clinical news and information, advocacy updates, practice management advice, reports on research and quality, and the latest news from the AAOS.

The Daily Edition 2021:

The official publication of the AAOS Annual Meeting, the Daily Edition is published onsite in San Diego, CA. Editorial coverage will include scientific presentations and posters, CME information, reports on meeting activities, and feature stories on Academy programs and initiatives. See *Separate Rate Card*.

Meeting dates:
Aug. 31, 2021, to
Sept. 3, 2021

IO deadline: TBD



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: 10.5" x 14"

BLEED: 0.125"

LIVE MATTER: 0.5" from trim and gutter

TYPE OF BINDING: Saddle-stitched

PAPER STOCK:

Inside: 60 lb. coated stock
Covers: 60 lb. coated stock

REPRODUCTION REQUIREMENTS:
DIGITAL FILES REQUIRED.

Ad Sizes:	Non-Bleed	Bleed	Trim
King Spread	20" x 12.25"	21.25" x 14.25"	21" x 14"
King Page	9.5" x 12.25"	10.75" x 14.25"	10.5" x 14"
3/4 Horizontal	9.5" x 9.185"	10.75" x 10"	NA
3/4 Vertical	7" x 12.25"	7.8" x 13"	NA
Island Spread	15" x 10"	15.35" x 10.75"	NA
Island Page	7" x 10"	7.75" x 10.75"	NA
1/2 Horizontal	9.5" x 6.125"	10.75" x 6.875"	NA
1/2 Vertical	4.585" x 12.25"	5.375" x 13"	NA
Front Cover Banner	4.75" x 1.75"	5.25" x 2.25"	NA

ACCEPTANCE OF ADVERTISING:

All advertisements are subject to review and approval by AAOS.

AD PLACEMENT POLICY:

Interspersed within articles.

INSERTS:

Quantity: 29,000 required (includes spoilage) **Paper weight:** 80# maximum
Specifications:

- King Size (Full Page) – 10.625" x 14.125" (0.125" head, foot, and face trim will be applied). Full-size inserts should be supplied untrimmed and folded.
- A-Size (Island Page) – 8" x 11" pre-trimmed head and face (0.125" foot trim will be applied). Inserts should be supplied folded.

Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires preclearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with AMC Media Group for availability and other information required.

COVER TIPS:

Standard Trim size: 10.5" x 6"

Minimum trim size: 3.5" x 5" for a single page,
4" x 6" for multiple page cover-tips

If client is providing the files for AMC Media Group to print, please include a bleed of 0.125". If client is providing preprinted materials, they must be trimmed to spec.

Cover wraps, ghost covers, and outserts are also accepted in AAOS Now. Contact your sales representative for pricing and available issues. Polybagged items must be no larger than publication trim size.

GHOST COVERS:

Front trim size: 10.5" x 10.5"

Back trim size: 10.5" x 14"

Contact your sales rep for pricing.

Digital File Specifications

FILE FORMATS:

Preferred format is PDF/Acrobat 4.05 or later, set for compatibility with PDF version 1.3 (Acrobat 4).

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 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.

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.

Advertising Incentive Programs

NEW PRODUCT DISCOUNT:

Commit to three paid ads for a new product and receive a 15% discount off the gross cost of each ad for the first three months.

SECOND PRODUCT DISCOUNT:

Run two different product ads in an issue and receive a 50% discount off the second (smaller ad unit) product ad.

CONTINUITY DISCOUNT PROGRAM:

Run six, get 5% off each ad. Run nine, get 10% off. Run 12, get 15% off.

Delivery of Material

MEDIA DELIVERY OF ADS:

PDFs sent via email or FTP are preferred, but CD-ROM or DVD will be accepted. All disks must be labeled with the following: Publication Title, Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number. Attach printout of disk contents.

INTERNET/FTP DELIVERY OF ADS:

Please email Ari Mihos (AMihos@AMCMediaGroup.com) prior to submitting a file via FTP.

Address: <ftp://199.193.117.104>

Log in: aaosguest

Password: Guestaaos1!

Folder: AAOS

CONTRACTS, INSERTION ORDERS, AND INVOICING:

AMC Media Group
Selin DiGangi
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726

Phone: 732-490-5530

Fax: 732-862-1116

Email: SDigangi@AMCMediaGroup.com

AD MATERIAL:

AMC Media Group
Ari Mihos
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726

Phone: 732-490-5530

Email: AMihos@AMCMediaGroup.com

COVER TIP & INSERT SHIPPING INFORMATION:

Democrat Printing & Litho
ATTN: Alan Mazander
6401 Lindsey Road
Little Rock, AR 72206

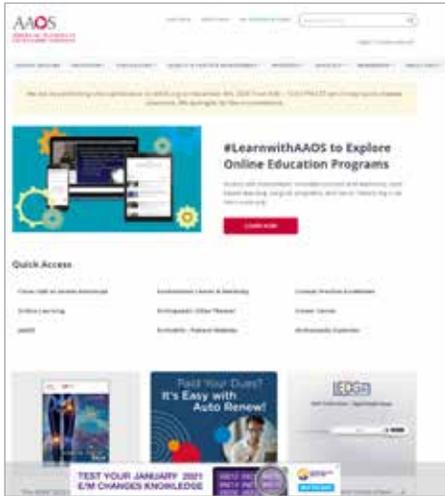
800-622-2216

*Packaging should be clearly marked
AAOS Now with issue date.*



Digital Advertising Opportunities

ROS ADVERTISING ON AAOS.org



AAOS.org is a one-stop shop for orthopaedists and is the official website of the AAOS. Content includes news, meeting information, AAOS periodicals, guidelines, education, and more.

CPM:
\$105 for US, \$95 for outside US

AVERAGE MONTHLY METRICS:

Page views: 521,336
Impressions: 250,000
Users: 80,231
Sessions: 136,531

AD SIZES:

728x90, 160x600 (not shown), 300x250
Sticky banner: 728x90

REGISTRY ROADBLOCK:

The AAOS Registry Program's mission is to improve orthopaedic care through the collection, analysis, and reporting of actionable data. Advertiser can roadblock the registry pages with banner ads. Please inquire for more details and pricing.

SPONSORED CONTENT - DIGITAL:

Client-supplied videos now accepted on AAOS.org.

Other sponsored content opportunities are available.

Please contact your sales rep for more details and pricing.

AAOS NOW eTOCs



AAOS NOW eTOCs DIGITAL OPPORTUNITY:

AAOS Now eTOCs are deployed the second Tuesday of every month to its readers, highlighting the month's cover story, featured sections, and more.

REACH: 35,500 Recipients
OPEN RATE: 29.9%

RATES: \$2,500 50% SOV
\$4,000 100% SOV

AD SIZES: 2 - 300x250s

MATERIALS DUE:
7 days prior to deployment date

SUBSPECIALTY CHANNEL BUY PACKAGE

100% SOV sponsorship of one of our 8 subspecialties. Be the only advertiser to run within those search pages and articles: \$2,250

Package includes:

- 100% SOV across ads in your channel
- 10K impressions each month you sponsor
- One (2nd position) newsletter per month

Package Cost: \$5K per month

HEADLINE NEWS NOW eNEWSLETTERS



HEADLINE NEWS NOW eNEWSLETTERS

Headline News Now provides the latest updates in orthopaedics and health care. The thrice-weekly e-newsletter includes a brief overview of breaking news and medical announcements with links to more detailed information, keeping orthopaedists current on the latest in this field.

REACH: 34,000+ AAOS Members
OPEN RATE: 34%

AD POSITIONS AND COST:

\$1,250 per ad slot
Ad unit: 300x250 (2 per email)

MATERIALS DUE:

7 days prior to deployment date

300x250