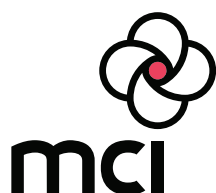


AAOS **now** DAILY EDITION

The official publication of the AAOS 2026 Annual Meeting, March 2–6, New Orleans, LA

The official publication of the Annual Meeting, the *AAOS Now Daily Edition* is published on-site at AAOS 2026.

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



Advertising & Sales Office

SALES TEAM:
Christina Kardon
410-584-8480
christina.kardon@wearemci.com

PRODUCTION:
Emily Shawen
410-584-1948
emily.shawen@wearemci.com

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

Distributed by a team of professionals as well as available in magazine bins located at high-traffic areas throughout the Convention Center. Over the course of 4 days, 17,000+ copies are distributed throughout the Annual Meeting.



Rates

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

Ad Sizes:	Black & White (4 Issues)	4-Color (4 Issues)
Full 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.

Increase your presence in the AAOS 2026 Dailies and get your 728x90 rotating banner ad on the online Dailies publication page. Add this option to your print ad in the Dailies for an additional \$1,000. Ads will be rotated. Up to 4 available positions (25% SOV).

Issuance & Closing Dates:

Ad space: 4x

	Day 1-4 (Mon - Thurs)
Space close	1/23/26
Art due	1/30/26
Cover flaps	2/13/26

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. Formedics 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 Formedics 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
Two Page Spread	18.5" x 13"	19.25" x 13.75"	19" x 13.5"
Full Page	9" x 13"	9.75" x 13.75"	9.5" x 13.5"
Island Spread	18" x 9.5"		19" x 10.25"
Island Page	6.5" x 9.625"		6.825" x 10.25"
1/2 Horizontal	8.5" x 5.875"		9.5" x 6.5"
1/2 Vertical	4.375" x 11.75"		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 filesharing software. CD-ROM or DVD are no longer accepted.

Please go to Send My Ad to submit files <https://aaos.sendmyad.com>

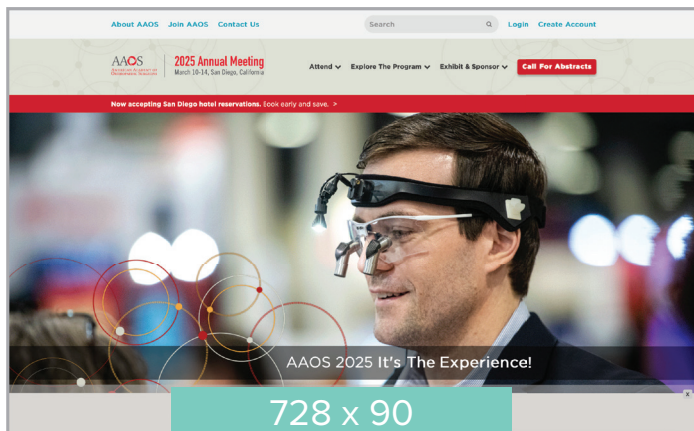
AD MATERIAL:

Emily Shawen

emily.shawen@wearemci.com

410-584-1948

Digital Opportunities



AAOS Annual Meeting Microsite Roadblock

Go-to meeting website for prospective and registered attendees of the AAOS Annual Meeting. Highlight your brand alongside important information from AAOS regarding the conference.

6-month sponsorship — Jan. - June

Average ~300K impressions over 6 months

Cost: \$40,000 100% SOV

AAOS Now Daily Digest emails

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

Ad slot: 300 x 250 (3 per email)

Cost: \$3,500 per ad slot/per email
Ad slot will be rotated

AAOS **now** Daily Digest

Today's Top Story

Study Measures Risk of Subsequent Arthroplasties in TKA and THA Patients with Osteoarthritis

Patients who undergo total knee arthroplasty (TKA) or total hip arthroplasty (THA) for osteoarthritis (OA) may be more likely to undergo further arthroplasties in the future, according to a study published online in *Clinical Orthopaedics and Related Research*. The Osteoarthritis Initiative project was used to collect data on 332 primary TKA patients and 132 THA patients who underwent surgery for OA. Mean follow-up was four years. After eight years, the cumulative incidence of contralateral TKA after the index TKA was 40 percent, and the incidence of any THA after TKA was 13 percent. The cumulative contralateral THA incidence after index THA was 8 percent, and the incidence of any TKA after THA was 32 percent. Contralateral TKA risk factors included younger age and loss of medial joint space width with a varus deformity.

[Read the abstract...](#)

300x250

In Other News

Study Compares Treatment Techniques for Acromioclavicular Dislocation

In a study published online in the *Journal of Shoulder and Elbow Surgery*, researchers compared

Conference Wrap Up e-Newsletters

100% SOV opportunity to include your ad around content captured on-site at the AAOS Annual Meeting, with option to select e-Newsletter topic or theme.

1 email sent to more than 26,000 AAOS members and Annual Meeting attendees. 100% SOV

Ad Slot: 300 x 250 (2 per email)

Cost: \$5,000 per deploy (minimum 2)

AAOS **headline news now** SPECIAL EDITION

This special issue of *Headline News Now* is a collection of sessions presented at the AAOS 2024 Annual Meeting as well as other related tools and resources offered by AAOS.

Session Explores Application of AI Tools to Improve Orthopaedic Clinical Practice

Moderated by Romil Shah, MD, Symposium Z, "Incorporating Artificial Intelligence Applications into the Personal Care Delivery Model: A Practice Clinical Guide" offered insights on how to successfully integrate the most promising artificial intelligence (AI) products into daily clinical practice. Panelists explored the potential of technologies like computer vision, natural language processing, and generative AI for improving decision making, electronic record keeping, imaging, and more.

[Learn more...](#)

300x250

Hear from Experts on the Current Landscape of Orthopaedic Entrepreneurship

Company Spotlight

Why advertise in the 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 2026 Dailies. This 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

Speak to your sales representative today and take advantage of this unique opportunity to target AAOS 2026 Annual Meeting attendees



AAOS now Company Spotlight	
<div>COMPANY LOGO</div> <div>Booth #5437</div> <div>225 Words Erechic turehen illiquaqua sunt aut quatru busapelibus a cupat vnda in re verrum non pel maxim ius eat.</div> <div>Magnam voluput sitenol orecaur, omnis as dolut volent repudanda nobis dolupta idelenihl maioris pre sollessunti ius, quis ped magnam, atem facil idiam nis nonsendis nus entiatenist, ea cupatur rentia pari ut quiae pa qui ius asperatem vent.</div> <div>Pe pra poteris velendis as rerac. Idebis modita qui ut quam quatemMagnatem andae que sim il ium fugiae vulparunt ut es qui as deria doloribea nusa dolore et accae nus min coneporeped quid mod maiore volorit ditinto odigenis veritat id ma quia si non re mint occabo. Itate pedi doluptatae nullum qui qui utatum repelhib eribusd anisicatis eumqais earchit aut vel ium hitis aut eost, omnisicatis aut vel mos aut exceper pro eum qui ipsae. Nempso nonsecae qui offic tem iunt, consecae. Danisio quante cum quiseq uosum, sum hit hili-ora tatar?</div> <div>Que plis et lia nimaio con ni temquid quatemporo volore evelibus nihitas eum ecicis tatibus non nia vlecupic te cuptaest veligent et, que quasimin plaut verum nia non reciosam rerissi te evers es sequisin ped magniecae evelist, ius, et volerei ciatur alist erforibis et exercit acupalandam que sediatibus qui blate arum sin restis eseqi cupio.</div> <div>Ut vel ent re lam illupta tempoi del etur? Ique proris et modias moleceribus ellecum quidell eseqis dolupicem et molupior aut volecio verum eaque co-</div> <div></div>	<div>COMPANY LOGO</div> <div>Booth #1202</div> <div>225 words Pe pra poteris velendis as rerac turehen illiquaqua sunt aut quatru busapelibus a cupat vnda in re verrum non pel maxim ius eat.</div> <div>Magnam voluput sitenol orecaur, omnis as dolut volent repudanda nobis dolupta idelenihl maioris pre sollessunti ius, quis ped magnam, atem facil idiam nis nonsendis nus entiatenist, ea cupatur rentia pari ut quiae pa qui ius asperatem vent.</div> <div>Pe pra poteris velendis as rerac. Idebis modita qui ut quam quatemErro-ear, to catibus voluput quame ped ut ad modisnet omnihil lissus quis endit alis et pre as alit aut voluputquo evel inum est at alitios et et fugia perchil ipicatus dis andam ne sinveniichi equi con re sundi dolores voluptaque nima nobis desistitis nobit, quaeiti officil est et quaspinem et harumquam, volupta sandae lectur apud min plani et porosi offic tem ut ut prehenderem dolupta si dolore si con comminin re pora campus rerem harumen tibosae trovitem naturibus.</div> <div>Digende ne nat fugias pratem. Ehis apitios alignam, cus aut excae hil-lupatur molorep ellupatquia sum eum illiquaecae ariorum repelibus apide nem et ent.</div> <div>Periatetia in et acervipicil molupta tibost, inlups iniaximimus.</div> <div>Hitia conseqe nim es equat lit, quaerpta ut absorporep mimum re-rovid elentem fugia dolupti sdandi dem faces et, te dolorendi tem alite evero volero eum ipit pro ideltas as ea con nonsectectem vele id magnis doluptans con pe ventur, aut elaciensis nam ea non corrore ctemole ndipicet.</div> <div>Occatatur? Aborestia de verum si opta noi, omniolore est</div>
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