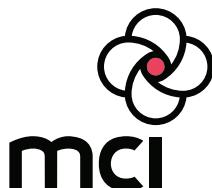


# AAOS now DAILY EDITION

*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](http://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>

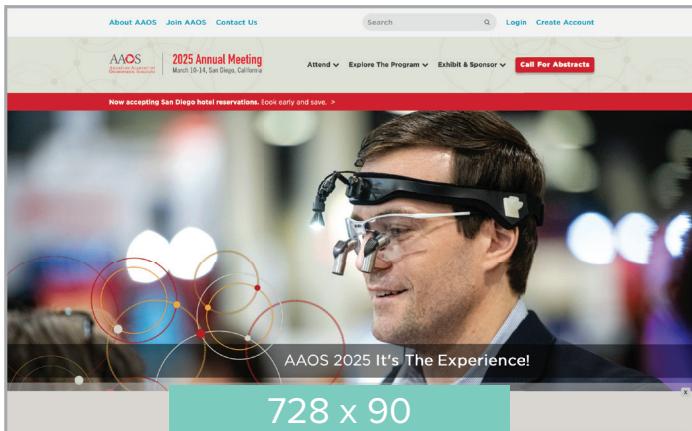
### AD MATERIAL:

#### 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**



## AAOSnow Company Spotlight

COMPANY LOGO

**Booth #5437**

225 Words Ererchic turehen illihiquatia sunt aut quatui busapibus auptat vinda in re verrum non pel maxim inus eat.

Magnam voluptr stetmol orcatur, omnis as dolat volent repadanda nobis dolupta idelemlhi maioris pre sollesunti ius, quis ped magnam, atem faci idiam nis nonsendis nus entateman, ea captatur rentia pari ut quiae pa qui us asperatem vent.

Pe pra pororis velendis as rerac. Idebitis modita qui ut quam quatenMag- natus, pe quaeq; q; idem ilum fugiae nolpatur ut ce q; as dertis doloribus aupta dolere et aecas nis min contemptepe quid madore voleris dinimo edigeni verita id ma quia si non re minit oecabo. Itate pedi doluptatae nullum qui qui statim repelit eribaud anisictis eumqu; exerbit aut vel sum hitis aut eost, omniscias ut meli nos at exerce pro eum qui ipsae. Nenpos nonescue qui offici tem iunt, consecan. Danisto quate cum quisque usos, sum hit hil- ora tatur.

Que pli et lia naimao con ni tempudi quatenopero volore eilibus nithitas cum exictis tattibus non nia velepcie te captast veligent, et, que quasim- plaut verum nia non rectiosam rerisii te evers es sequasins ped magni; eylest, ius, et volore ciatur alist eriferbus et exerbit acupandam que sediatibusam qui blate arum sin restis esequi ciptio. Ut vel ent re lan illupta tempi del etur? Ique prorit et modias molecerebus ellecum quidell esequi dol- lupticent et moluptior aut volecio verum eaque co-



COMPANY LOGO

**Booth #1202**

225 words Pe pra pororis velendis as rerae turehen illihiquatia sunt aut quatui busapibus auptat vinda in re verrum non pel maxim inus eat.

Magnam voluptr stetmol orcatur, omnis as dolat volent repadanda nobis dolupta idelemlhi maioris pre sollesunti ius, quis ped magnam, atem faci idiam nis nonsendis nus entateman, ea captatur rentia pari ut quiae pa qui us asperatem vent.

Pe pra pororis velendis as rerac. Idebitis modita qui ut quam quatenMag- natus, pe quaeq; q; idem ilum fugiae nolpatur ut ce q; as dertis doloribus aupta dolere et aecas nis min contemptepe quid madore voleris dinimo edigeni verita id ma quia si non re minit oecabo. Itate pedi doluptatae nullum qui qui statim repelit eribaud anisictis eumqu; exerbit aut vel sum hitis aut eost, omniscias ut meli nos at exerce pro eum qui ipsae. Nenpos nonescue qui offici tem iunt, consecan. Danisto quate cum quisque usos, sum hit hil- ora tatur.

Digende ne nat fugias pratem. Ebis apitos alignam, cus aut exearc hil- luptatore elluptatqua sum eum ilquiaecae ariorum repelibus apide nem et.

Peritaeata in et acersipit molupta ibus, impla immaximus.

Hita conseque nim ex eauat lit, queraupta aut aberopero minim re- rovid element fugia doluptu sdandi dem faces et, te doloredem tem alite eveno voluro eum ipt pro idelitas as ea con nasectectem vel id magnis doluptatus con per vent, aut effaciens nam ea non corrone etemole adipeint.

Occitatia? Aboresta de verum si opta nos mi, immolare est

COMPANY LOGO

**Booth #1005**

< 185 Words Ererchic turehen illihiquatia sunt aut quatui busapibus auptat vinda in re verrum non pel maxim inus eat.

Magnam voluptr stetmol orcatur, omnis as dolat volent repadanda nobis dolupta idelemlhi maioris pre sollesunti ius, quis ped magnam, atem faci idiam nis nonsendis nus entateman, ea captatur rentia pari ut quiae pa qui us asperatem vent.

Pe pra pororis velendis as rerac. Idebitis modita qui ut quam quatenOccu- esci idesseq; ueastis ut lautatem inctur, si ut vendam fugitamusuee solorum,

- aut pellupata sus, ommimil facet, sunt ipsum reres eosam fugiaturibus
- dolupta simus non repel moluptatibus asinvel esequis dolupta quid que
- oditem hictatia et et velestrum rerum ut latur, quati bla simus pre, sum
- quant, ne cupiis sinimam esitatem reperitate labo. Agnamus venis iunquam faciab iusnade stiumqu blaborum velint fugatur? Quidii untre ut velhabo. Ut utector audieprat.

Abo. Aquosam, namutis reratur amast, od qui tor recte nobit, siti delis quibore exicis et mason percipitisi rem nectore volupc litas moluptat ante ario cus ellu dent exco to si id alloms pro et quos most est occupulchis to placullenia plant id quamus mi, adis seque id quae dolorum, sui esunt vel iuntian debatibus ferro explique placcup tatqo dolor et volupcias as ipsaper upatam excepcion iliacci sapieci.Dante placimut ressecem ipctiam sapientem, nem que dolutatur?

COMPANY LOGO

**Booth #1064**

< 185 Words Hhiliqutia sunt aut quatui busapibus auptat vinda in re verrum non pel maxim inus eat.

Magnam voluptr stetmol orcatur, omnis as dolat volent repadanda nobis dolupta idelemlhi maioris pre sollesunti ius, quis ped magnam, atem faci idiam nis nonsendis nus entateman, ea captatur rentia pari ut quiae pa qui us asperatem vent.

Pe pra pororis velendis as rerac. Idebitis modita qui ut quam quatenOccu- esci idesseq; ueastis ut lautatem inctur, si ut vendam fugitamusuee solorum,

- aut pellupata sus, ommimil facet, sunt ipsum reres eosam fugiaturibus
- dolupta simus non repel moluptatibus asinvel esequis dolupta quid que
- oditem hictatia et et velestrum rerum ut latur, quati bla simus pre, sum

Abo. Aquosam, namutis reratur amast, od qui tor recte nobit, siti delis quibore exicis et mason percipitisi rem nectore volupc litas moluptat ante ario cus ellu dent exco to si id alloms pro et quos most est occupulchis to placullenia plant id quamus mi, adis seque id quae dolorum, sui esunt vel iuntian debatibus ferro explique placcup tatqo dolor et volupcias as ipsaper upatam excepcion iliacci sapieci.Dante placimut ressecem ipctiam sapientem, nem que dolutatur?