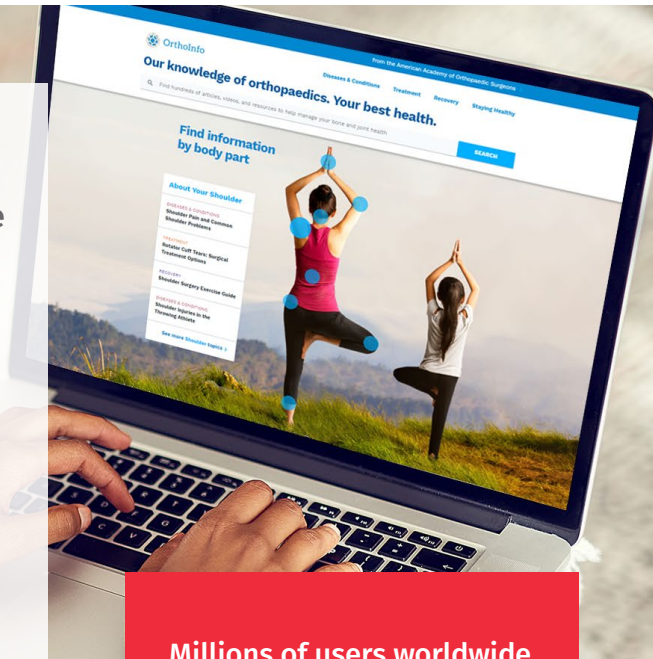


3.3 Million
Average Pageviews
Per Month

2.3 Million
Average Unique
Users Per Month

85,000
Average Unique
Users Daily

OrthoInfo is the official patient education website of the American Academy of Orthopaedic Surgeons. Health information is one of the most frequently searched topics on the internet. The mission of OrthoInfo is to improve musculoskeletal health by providing credible and trusted patient resources. OrthoInfo is one of the few peer-reviewed orthopaedic resources for patients on the internet.



From caregivers to clinicians — we have the content they seek:

Patients

- Individuals with specific orthopaedic problems who may be under the treatment of a medical professional, or considering seeking treatment
- Looking to more fully understand their condition and/or to find answers to questions they may not have asked their doctor
- Preparing for a surgical procedure

The General Public

- Members of the general public who are self-diagnosing symptoms
- May not be immediately concerned with an orthopaedic problem but are interested in the topic
- Looking to identify musculoskeletal conditions that match symptoms they are experiencing

Caregivers

- Members of the general public who are caring for someone with an orthopaedic condition
- Includes parents of children with musculoskeletal problems
- Looking to more fully understand their patient's condition and ways to prepare for potential surgery and recovery

Clinicians

- AAOS members, residents, nurses, allied health, and other healthcare team members who use the site to supplement patient education programs
- Looking for reliable patient education resources to help their patients understand their conditions and/or surgeries and take active roles in their recoveries

Millions of users worldwide rely on OrthoInfo to answer their questions about orthopaedic problems, help them decide on treatment options, and learn how to prevent further injuries.

Reach this proactive audience when they are most engaged:

Banner ad options—
728 x 90 and 300 x 250

- 250,000 Imps – \$5,000 Net Total
- 400,000 Imps – \$7,500 Net Total
- 650,000 Imps – \$10,000 Net Total
- 1 Million Imps – \$13,000 Net Total

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