

# 2020 RATE CARD & MECHANICAL REQUIREMENTS

# AAOS **now**

The Official Member News Magazine of the AAOS

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

\*Kantar,  
December 2018

## About the American Academy of Orthopaedic Surgeons

The AAOS provides education and practice management services for orthopaedic surgeons and allied health professionals. The Academy also serves as an advocate for improved patient care and informs the public about the science of orthopaedics. Founded in 1933, the Academy has grown from a small organization serving less than 500 members to the world's largest medical association of musculoskeletal specialists. The Academy now serves more than 39,000 members worldwide.

Members of the Academy, called Fellows, are orthopaedists concerned with the diagnosis, care, and treatment of musculoskeletal disorders. The orthopaedist's scope of practice includes disorders of the body's bones, joints, ligaments, muscles, and tendons.



## Advertising & Sales Office

### American Medical Communications

630 Madison Avenue  
2nd Floor  
Phone: 732.490.5530  
Fax 732-862-1116

#### SALES TEAM:

#### Nick Luciano

201-317-3211  
nluciano@aaos.org

#### Adam Sansolo

201-575-2242  
asansolo@aaos.org

#### SALES DIRECTOR:

#### Linsey Rosenthal

215-740-3174  
lrosenthal@aaos.org

#### PRODUCTION:

#### Ari Mihos

215-791-5106  
amihos@aaos.org

## Circulation

### TOTAL:

27,010

### BREAKDOWN:

27,010 AAOS Members: 26,515 US / 495 Canada Sworn Statement

## Rates

**EARNED RATES:** Rates are based on the total units run in a calendar year (i.e., 6 full pages and 6 half pages earn 12x rate). Space purchased by a parent company and its subsidiaries is combined. Only paid ads count toward frequency.

**AGENCY COMMISSION:** 15%

**DUAL RESPONSIBILITY:** Advertisers agree to accept "dual responsibility" for payment to the American Medical Communications if the advertiser's agency does not remit payment within 90 days of the invoice date.

**2.5% surcharge for credit card payments**

### ADVERTISING PAGE B/W RATES:

Frequency	Full Page	3/4 Page	Island Page	1/2 Page	1/4 Page
1x	\$4,720	\$4,222	\$3,389	\$2,833	\$2,238
6x	\$4,593	\$4,132	\$3,288	\$2,819	\$2,153
12x	\$4,530	\$4,041	\$3,204	\$2,717	\$2,105
24x	\$4,398	\$3,951	\$3,103	\$2,638	\$2,016
36x	\$4,233	\$3,819	\$2,992	\$2,540	\$1,926
48x	\$4,052	\$3,670	\$2,874	\$2,432	\$1,846
60x	\$3,978	\$3,532	\$2,821	\$2,387	\$1,798

### COLOR RATES

(In addition to earned B&W rate):

4-Color Process: \$2,076

### POSITIONS

(In addition to earned B&W rate):

2nd Cover: 35%

3rd Cover: 10%

4th Cover: 50%

Ctr Spread: 25%

Rep Opp. Leadership

Message: 15%

### COVER TIPS:

\$18,500 net (supplied)

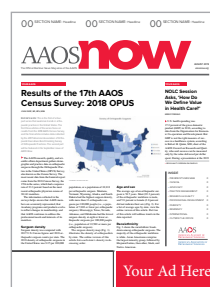
### COVERWRAPS:

\$20,000 net

### NEW FRONT COVER

#### BANNERS:

\$7,500



### INSERTS:

Furnished inserts billed at B&W space rate, plus an additional \$500 noncommissionable production charge

### POLY-BAGGED OUTSERTS:

Please contact your sales rep for information

### NEW TARGETED

#### SPLIT-RUNS AVAILABLE:

Please contact your sales rep for information

### LIST MATCH:

A \$500 noncommissionable product charge will be applied for all list matches

### Issuance & Closing Dates:

**FREQUENCY: 12x**

**MAILING CLASS: Periodical**

**CLOSING DATES:**

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

**BONUS DISTRIBUTION ISSUE:**

**March:** AAOS Annual Meeting

### 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 American Association of Orthopaedic Surgeons (AAOS).

### ACCEPTANCE OF ADVERTISING:

All advertisements are subject to review and approval by AAOS.

### AD PLACEMENT POLICY:

Interspersed within articles.

### The Daily Edition 2020:

The official newspaper of the Annual Meeting, the Daily Edition is published onsite in Orlando, FL. 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*.



### 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 American Medical Communications 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

### 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 American Medical Communications 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

NOTE: If client is providing the files for American Medical Communications 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 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. American Medical Communications 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 2 different product ads in an issue and receive a 50% discount off the second (smaller ad unit) product ad.

### CONTINUITY DISCOUNT PROGRAM:

Run 6, get 5% off each ad. Run 9, 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@americanmedicalcomm.com](mailto:amihos@americanmedicalcomm.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:

American Medical Communications  
Selin DiGangi  
630 Madison Avenue  
2nd Floor  
Manalapan, NJ 07726

Phone: 732-490-5530

Fax 732-862-1116

Email:

[sdigangi@aaos.org](mailto:sdigangi@aaos.org)

### AD MATERIAL:

American Medical Communications  
Ari Mihos  
630 Madison Avenue  
2nd Floor  
Manalapan, NJ 07726

Phone: 732-490-5530

Email:

[amihos@aaos.org](mailto:amihos@aaos.org)

### COVER TIP & INSERT SHIPPING INFORMATION:

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

1-800-622-2216

Packaging should be clearly marked  
AAOS Now with issue date.



## Digital Advertising Opportunities

### ROS ADVERTISING ON AAOS.org

The screenshot shows the AAOS.org homepage with several key features:

- Header:** AAOS logo, navigation menu (Annual Meeting, Periodicals, Education, Quality, Research, Advocacy, Membership, About), and a search bar.
- Main Banner:** "Register Now for Annual Meeting" with a "Learn More" button.
- Sticky Banner:** A blue banner with the text "728x90 sticky banner" and a "NEW!" badge.
- WHAT'S NEW:**
  - New Shoulder and Elbow Practice Prep Plan
  - AAOS Courses OnDemand
  - Visit the New Career Center
- PERIODICAL HIGHLIGHTS:**
  - JAOS - November 1, 2019
  - November 15, 2019
  - AAOS Now - November 2019
- CME COURSES & WEBINARS:**
  - AAOS/OTA Orthopaedic Trauma Update
  - Joint Arthroscopy Mountain Meeting (JAMM)
  - 21st Annual AAOS/ACOSM/ANA Sports Medicine Course
- FEATURED PROGRAMS:**
  - 2020 Annual Meeting On Demand
  - Orthopaedic Knowledge Update 12 Self-Assessment Examination

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:**  
\$95 for US, \$85 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

### AAOS NOW eTOCs

The screenshot shows the AAOS NOW eTOC page for March 2019. It includes:

- Header:** AAOS logo, AAOS Now logo, and date (March 2019).
- AAOS Now e-Table of Contents:**
  - Cover:** A large blue box with the text "300x250".
  - Clinical:** A section titled "Prevention, Early Treatment is Critical When Treating Frostbite Injuries" with a small image of a person's hand.
  - Advocacy:** A section titled "New Guidance Attempts to Resolve Confusion Regarding the Removal of TKA from IPO List" with a small image of a person's leg.

### AAOS NOW eTOCs DIGITAL OPPORTUNITY:

AAOS Now eTOCs are deployed the 2nd Tuesday of every month to its readers, highlighting the month's cover story, featured sections and more.

**REACH:** 35,447 Recipients  
**TOTAL OPENS:** 10,629  
**OPEN RATE:** 29.9%

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

**AD SIZES:**  
2 - 300x250s

**MATERIALS DUE:**  
7 days prior to deployment date

### SPONSORED CONTENT - DIGITAL:

Client supplied videos now accepted on AAOS.org

Other sponsored content opportunities available. Please contact your sales rep for more details and pricing

### HEADLINE NEWS NOW eNEWSLETTERS

The screenshot shows the AAOS headline news now eNewsletter for August 12, 2019. It includes:

- Header:** AAOS headline news now logo, date (August 12, 2019).
- Today's Top Story:** A section titled "Study Assesses Use of Trunk Stabilization in FAI Patients" with a small image of a person's back.
- In Other News:** A section titled "Study Compares Diversity Among Orthopaedic Surgery Residents to Other Specialties" with a small image of a person's head.

### HEADLINE NEWS NOW eNEWSLETTERS

Headline News Now provides the latest updates in orthopaedics and healthcare. 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:** 26,000+ AAOS Members  
**OPEN RATE:** 34%

**AD POSITIONS AND COST:**  
Top (300x250) \$1,250 per send  
Middle (300x250) \$1,000 per send

**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

**VIDEO HOSTING:**  
Advertiser receives large rectangle on homepage driving user to a microsite where video will be housed  
Cost: \$5,000 net per month