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 35,000 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 Mihost
215-791-5106
amihost@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%

ADVERTISING PAGE B/W RATES:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Full Page</th>
<th>3/4 Page</th>
<th>Island Page</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,720</td>
<td>$4,222</td>
<td>$3,389</td>
<td>$2,833</td>
<td>$2,238</td>
</tr>
<tr>
<td>6x</td>
<td>$4,593</td>
<td>$4,132</td>
<td>$3,288</td>
<td>$2,819</td>
<td>$2,153</td>
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<tr>
<td>12x</td>
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<td>$4,041</td>
<td>$3,204</td>
<td>$2,717</td>
<td>$2,105</td>
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<td>24x</td>
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<td>$3,951</td>
<td>$3,103</td>
<td>$2,638</td>
<td>$2,016</td>
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<td>36x</td>
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<td>$3,819</td>
<td>$2,992</td>
<td>$2,540</td>
<td>$1,926</td>
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<tr>
<td>48x</td>
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<td>$3,670</td>
<td>$2,874</td>
<td>$2,432</td>
<td>$1,846</td>
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<td>60x</td>
<td>$3,978</td>
<td>$3,532</td>
<td>$2,821</td>
<td>$2,387</td>
<td>$1,798</td>
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</table>

COLOR RATES
(In addition to earned B&W rate):

4-Color Process: $2,076

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
AD PLACEMENT POLICY:
Interspersed within articles.

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.

THE DAILY EDITION
Tuesday March 12, 2019
The Republic of Korea Serves as the 2019 Guest Nation
GUEST NATION ON PAGE 12
The official publication of the AAOS 2019 Annual Meeting, Las Vegas
COURTESY OF GETTY IMAGES

ISSUANCE & CLOSING DATES:

FREQUENCY: 12x
MAILING CLASS: Periodical

CLOSING DATES:

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Closing Date</th>
<th>Ad Materials</th>
<th>Furnished Cover Tips &amp; Inserts</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11/22/19</td>
<td>12/6/19</td>
<td>12/6/19</td>
</tr>
<tr>
<td>February</td>
<td>12/23/19</td>
<td>1/6/20</td>
<td>1/9/20</td>
</tr>
<tr>
<td>March</td>
<td>1/20/20</td>
<td>2/3/20</td>
<td>2/6/20</td>
</tr>
<tr>
<td>April</td>
<td>2/21/20</td>
<td>3/2/20</td>
<td>3/6/20</td>
</tr>
<tr>
<td>June</td>
<td>4/20/20</td>
<td>5/6/20</td>
<td>5/11/20</td>
</tr>
<tr>
<td>July</td>
<td>5/22/20</td>
<td>6/5/20</td>
<td>6/10/20</td>
</tr>
<tr>
<td>August</td>
<td>6/22/20</td>
<td>7/2/20</td>
<td>7/10/20</td>
</tr>
<tr>
<td>September</td>
<td>7/20/20</td>
<td>8/3/20</td>
<td>8/10/20</td>
</tr>
<tr>
<td>October</td>
<td>8/21/20</td>
<td>9/3/20</td>
<td>9/10/20</td>
</tr>
<tr>
<td>November</td>
<td>9/21/20</td>
<td>10/5/20</td>
<td>10/9/20</td>
</tr>
<tr>
<td>December</td>
<td>10/19/20</td>
<td>11/3/20</td>
<td>11/10/20</td>
</tr>
</tbody>
</table>

BONUS DISTRIBUTION ISSUE:
March: AAOS Annual Meeting

2020 Rates & Specs

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.

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Non-Bleed</th>
<th>Bleed</th>
<th>Trim</th>
</tr>
</thead>
<tbody>
<tr>
<td>King Spread</td>
<td>20&quot; x 12.25&quot;</td>
<td>21.25&quot; x 14.25&quot;</td>
<td>21&quot; x 14&quot;</td>
</tr>
<tr>
<td>King Page</td>
<td>9.5&quot; x 12.25&quot;</td>
<td>10.75&quot; x 14.25&quot;</td>
<td>10.5&quot; x 14&quot;</td>
</tr>
<tr>
<td>3/4 Horizontal</td>
<td>9.5&quot; x 9.185&quot;</td>
<td>10.75&quot; x 10&quot;</td>
<td>NA</td>
</tr>
<tr>
<td>3/4 Vertical</td>
<td>7&quot; x 12.25&quot;</td>
<td>7.8&quot; x 13&quot;</td>
<td>NA</td>
</tr>
<tr>
<td>Island Spread</td>
<td>15&quot; x 10&quot;</td>
<td>15.35&quot; x 10.75&quot;</td>
<td>NA</td>
</tr>
<tr>
<td>Island Page</td>
<td>7&quot; x 10&quot;</td>
<td>7.75&quot; x 10.75&quot;</td>
<td>NA</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>9.5&quot; x 6.125&quot;</td>
<td>10.75&quot; x 6.875&quot;</td>
<td>NA</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4.585&quot; x 12.25&quot;</td>
<td>5.375&quot; x 13&quot;</td>
<td>NA</td>
</tr>
<tr>
<td>Front Cover Banner</td>
<td>4.75&quot; x 1.75&quot;</td>
<td>5.25&quot; x 2.25&quot;</td>
<td>NA</td>
</tr>
</tbody>
</table>

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, 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) prior to submitting a file via FTP.
Address: ftp://199.193.117.104
Log in: aaosguest
Password: Guestaaos!
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

AD MATERIAL:
American Medical Communications
Ari Mihos
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Phone: 732-490-5530
Email: 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

AAOS Now eTOCs

AAOS NOW eNEWSLETTERS

HEADLINE NEWS NOW eNEWSLETTERS

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: 125,000
Users: 80,231
Sessions: 136,531

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

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

MATERIALS DUE:
7 days prior to deployment date

AAOS NOW eTOCs DIGITAL:
Client supplied videos now accepted on AAOS.org

SPONSORED CONTENT - DIGITAL:
Other sponsored content opportunities available. Please contact your sales rep for more details and pricing

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

NEW!