

# AAOS **now** DAILY EDITION

The official publication of the AAOS 2021 Annual Meeting, August 31–Sept 3, San Diego, CA

The official publication of the Annual Meeting, the AAOS NOW Daily Edition is published on-site at AAOS 2021.

Each issue contains coverage of late-breaking science, keynote lectures and awards, and other meeting highlights. Also includes daily schedule of key events.

## Advertising & Sales Office

**AMC Media Group**  
630 Madison Avenue  
2nd Floor  
Phone: 732-490-5530  
Fax 732-862-1116

**ACCOUNT MANAGERS:**  
**Nick Luciano**  
201-317-3211  
nluciano@aaos.org

**Adam Sansolo**  
201-575-2242  
asansolo@aaos.org

**Linsey Rosenthal**  
215-740-3174  
lrosenthal@aaos.org

**PRODUCTION:**  
**Ari Mihos**  
215-791-5106  
amihos@aaos.org

## 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

**Daily print run:** 4,000  
Displayed on custom racks throughout the Convention Center.

## Rates

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

| Ad Sizes:                       | Black & White (4 Issues) | 4-Color (4 Issues) |
|---------------------------------|--------------------------|--------------------|
| King Page                       | \$10,700                 | \$12,650           |
| Island Page                     | \$8,775                  | \$10,700           |
| 1/2 Page Horizontal or Vertical | \$6,650                  | \$8,775            |

**Premium Positions:**  
(All rates based on a single, king-sized page, and run in all four issues)

|                               |          |
|-------------------------------|----------|
| Front Cover Banner            | \$11,500 |
| Cover 2                       | \$17,150 |
| Cover 4                       | \$18,775 |
| Center Spread                 | \$26,525 |
| Table of Contents             | \$15,850 |
| Opposite Schedule at a Glance | \$13,925 |

### Additional Advertising Opportunities:

|                      |   |
|----------------------|---|
| Gatefold             | Please inquire                            |
| Cover Tip/Belly Band | \$15K–17K per issue*<br>Contact sales rep |

\*Pricing does not include printing. Printing fee per day is \$1,200 net

\*All rates are net.

## Issuance & Closing Dates:

Ad space: **4x**

|                                    | Day 1<br>(Tue) | Day 2-4<br>(Wed-Fri) |
|------------------------------------|----------------|----------------------|
| Space close                        | 7/2            | 8/6                  |
| ROB ads due                        | 8/2            | 8/13                 |
| Cover tips/<br>belly bands (files) | 8/16           | 8/20                 |

## 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. AMC Media Group 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 AMC Media Group 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

| 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"   |
| Island Spread                   | 15" x 10"       | 15.35" x 10.75"  |               |
| Island Page                     | 7" x 10"        | 7.75" x 10.75"   |               |
| 1/2 Horizontal                  | 9.5" x 6.125"   | 10.75" x 6.875"  |               |
| 1/2 Vertical                    | 4.585" x 12.25" | 5.375" x 13"     |               |
| Front Cover Banner              | 7" x 2.25"      | 7.75" x 2.875"   |               |
| Gatefold (See diagram, next pg) | NA              | 31.375" x 14.25" | 31.125" x 14" |
| Cover Tip*                      | NA              | 8.25" x 6.25"    | 8" x 6"       |
| Belly Band*                     | NA              | 24.75" x 4.25"   | 24.5" x 4"    |

\*Cover tip and belly band files should be set up with bleeds.

## 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, and phone number. Attach printout of disk contents.

### INTERNET/FTP DELIVERY OF ADS:

Please email Ari Mihos ([amihos@aaos.org](mailto:amihos@aaos.org)) 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:

AMC Media Group  
630 Madison Avenue  
2nd Floor  
Manalapan, NJ 07726  
Phone: 732-490-5530

Email: [nluciano@aaos.org](mailto:nluciano@aaos.org)  
[asansolo@aaos.org](mailto:asansolo@aaos.org)

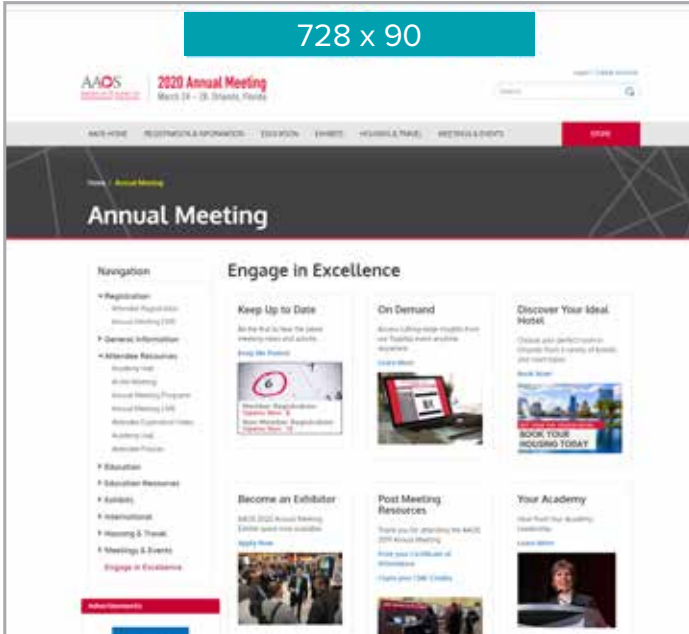
When mentioning your booth # use:  
**"AAOS Annual Meeting, Booth #XXXX."**  
Contact Ari Mihos for questions.

### AD MATERIAL:

AMC Media Group  
Att: Ari Mihos  
630 Madison Avenue  
2nd Floor  
Manalapan, NJ 07726

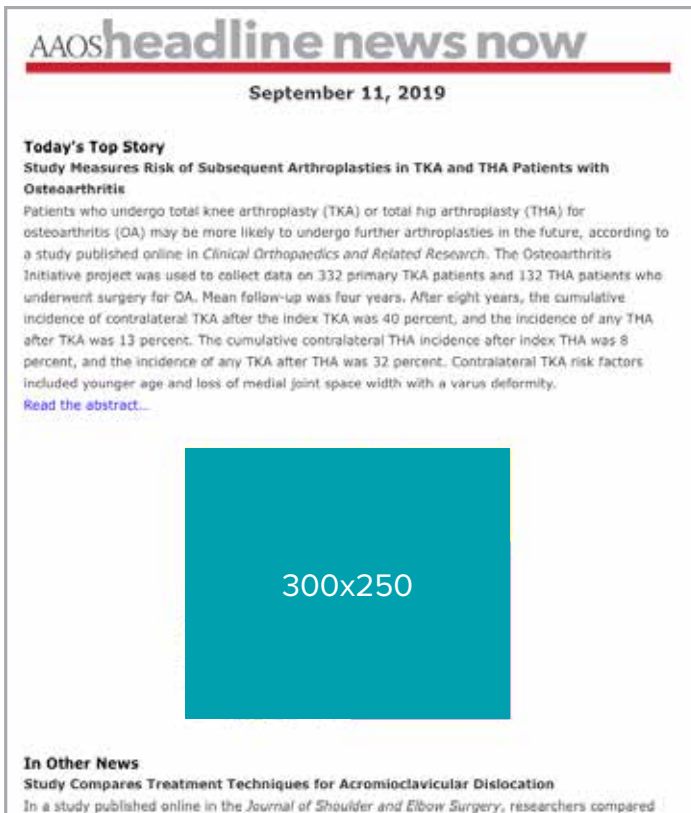
Phone: 215-791-5106  
Email: [amihos@aaos.org](mailto:amihos@aaos.org)

**Digital Opportunities**



**AAOS Annual Meeting Pages Roadblock**

Run your ad across the AAOS Annual Meeting Pages  
 7-month sponsorship — March 2021–September 2021  
 Average 600K impressions over 7 months  
 Cost: \$25,000 for 50% SOV



**Headline News Now Conference Series**

33% SOV across AAOS Annual Meeting Email Coverage  
 6 emails sent to over 26K opted in Orthopaedic Surgeons highlighting top sessions from that day  
**Ad slot:** 300 x 250  
**Cost:** \$3,000 per ad per day  
 \$12,000 for package of day 2–4 for 1 spot