Face Ongoing Supply Chain Crisis

The FORUM (a national group of orthopaedic surgeons who are fellowship-trained in sports medicine) that some folks could use masks. Fortunately, the COVID-19 pandemic, cloth masks seemed to be a viable option. She also looked at various options for cloth masks and settled on developing a triple-layer cloth mask, which truly rivals the standard healthcare mask, which has a pocket to place a filter for added protection.

Dr. Dodds organized a mask-a-thon. Thequilting group created 5,000 masks. For example, she had an excess of materials, given that she is an avid sewer. The main "cost" is her time, but some were sent to women of The Quilted Sisters spewing hateful words. That is steeped in systemic racism and discrimination. It is difficult to examine our ability to communicate in meaningful ways.

The nice thing is that the supply costs have been low, because she already had many materials. The supply team were preparing for the effects of COVID-19 to reach North Carolina. The quilting group created 5,000 masks, plus helped others join in. They were feeling the same pressures as most of the country. At the time, limited PPE supplies, and uncertainty of COVID-19 testing, as most of the country.

Dr. Dodds has personally created 400 masks. She realized early on that she could not access appropriate PPE. Dr. Dodds thought to herself, "I'm a physician. I can make PPE." She began figuring out how to make the best possible mask to help her orthopaedic brethren. From her early research, she had time on her hands, had the pre-requisite skills, and wanted to help as much as possible. She now considers herself an official "maskologist," as she has done a fair amount of research on developing a triple-layer cloth mask, which has a pocket to place a filter for added protection.

Julie A. Dodds, MD, FAAOS, is an orthopaedic spine surgeon at Duke University, and other surgeons who are fellowship-trained in sports medicine (orthopaedic sports medicine) that some folks could use masks. Fortunately, the COVID-19 pandemic, cloth masks seemed to be a viable option. She also looked at various options for cloth masks and settled on developing a triple-layer cloth mask, which truly rivals the standard healthcare mask, which has a pocket to place a filter for added protection.

Dr. Dodds organized a mask-a-thon. Thequilting group created 5,000 masks. For example, she had an excess of materials, given that she is an avid sewer. The main "cost" is her time, but some were sent to women of The Quilted Sisters spewing hateful words. That is steeped in systemic racism and discrimination. It is difficult to examine our ability to communicate in meaningful ways.

The nice thing is that the supply costs have been low, because she already had many materials. The supply team were preparing for the effects of COVID-19 to reach North Carolina. Thequilting group created 5,000 masks, plus helped others join in. They were feeling the same pressures as most of the country. At the time, limited PPE supplies, and uncertainty of COVID-19 testing, as most of the country.
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 orthopaedists’ scope of practice includes disorders of the body’s bones, joints, ligaments, muscles, and tendons.

Advertising & Sales Office

AAOS
American Academy of Orthopaedic Surgeons

27,090 AAOS Members: 26,590 US / 500 Canada

Sworn Statement

Circulation

TOTAL: 27,090

BREAKDOWN:

3/4 Page Island Page 1/2 Page 1/4 Page

1x $4,768 $4,264 $3,424 $2,861 $2,261

6x $4,639 $4,174 $3,322 $2,848 $2,175

12x $4,576 $4,082 $3,236 $2,745 $2,127

24x $4,442 $3,991 $3,134 $2,665 $2,036

36x $4,276 $3,858 $3,022 $2,566 $1,946

48x $4,093 $3,707 $2,904 $2,456 $1,865

60x $4,018 $3,568 $2,850 $2,411 $1,817

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:

$20,000 net (supplied)

COVERWRAPS:

$25,000 net

INSERTS:

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

POLY-BAGGED OUTSETS:

Please contact your sales rep for information

NEW FRONT COVER BANNERS:

$8,000

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
Harpal S. Khanuja, MD, and the latest news from the AAOS.

As the leading orthopaedic news

EDITORIAL:

August:

CLOSING DATES:

Issue Date Closing Date Ad Materials Furnished Cover Tips & Inserts

February 12/23/20 1/6/21 1/11/21
March 1/20/21 2/3/21 2/8/21
April 2/22/21 3/5/21 3/8/21
June 4/19/21 5/5/21 5/10/21
August 6/21/21 7/2/21 7/9/21
September 7/19/21 8/2/21 8/9/21
October 8/30/21 9/8/21 9/15/21
November 9/24/21 10/5/21 10/11/21
December 10/22/21 11/3/21 11/10/21

BONUS DISTRIBUTION ISSUE:

August: AAOS Annual Meeting

Meeting dates: Aug. 31, 2021, to Sept. 4, 2021

About AAOS Now

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 AAOS.

The Daily Edition 2021:

The official publication of the AAOS Annual Meeting, the Daily Edition is published onsite in San Diego, CA. 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.

Meeting dates: Aug. 31, 2021, to Sept. 3, 2021

IO deadline: TBD

2021 Rates & Specs

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>February</td>
<td>12/23/20</td>
<td>1/6/21</td>
<td>1/11/21</td>
</tr>
<tr>
<td>March</td>
<td>1/20/21</td>
<td>2/3/21</td>
<td>2/8/21</td>
</tr>
<tr>
<td>April</td>
<td>2/22/21</td>
<td>3/5/21</td>
<td>3/8/21</td>
</tr>
<tr>
<td>June</td>
<td>4/19/21</td>
<td>5/5/21</td>
<td>5/10/21</td>
</tr>
<tr>
<td>August</td>
<td>6/21/21</td>
<td>7/2/21</td>
<td>7/9/21</td>
</tr>
<tr>
<td>September</td>
<td>7/19/21</td>
<td>8/2/21</td>
<td>8/9/21</td>
</tr>
<tr>
<td>October</td>
<td>8/30/21</td>
<td>9/8/21</td>
<td>9/15/21</td>
</tr>
<tr>
<td>November</td>
<td>9/24/21</td>
<td>10/5/21</td>
<td>10/11/21</td>
</tr>
<tr>
<td>December</td>
<td>10/22/21</td>
<td>11/3/21</td>
<td>11/10/21</td>
</tr>
</tbody>
</table>

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:

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

ACCEPTANCE OF ADVERTISING:

All advertisements are subject to review and approval by AAOS.

AD PLACEMENT POLICY:

Interpersed within articles.

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 AMC Media Group 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

If client is providing the files for AMC Media Group 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 6 pt. 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. 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.

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 two different product ads in an issue and receive a 50% discount off the second (smaller ad unit) product ad.

CONTINUITY DISCOUNT PROGRAM:
Run six, get 5% off each ad. Run nine, 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@AMCMediaGroup.com) prior to submitting a file via FTP.
Address: ftp://199.193.117.104
Log in: aaosguest
Password: Guestaaos!!
Folder: AAOS

COVER TIP & INSERT
SHIPPING INFORMATION:
Democrat Printing & Litho
ATTN: Alan Mazander
6401 Lindsey Road
Little Rock, AR 72206
800-622-2216
Packaging should be clearly marked
AAOS Now with issue date.

Ad Material:
AMC Media Group
Ari Mihos
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Phone: 732-490-5530
Fax: 732-862-1116
Email: AMihos@AMCMediaGroup.com
Digital Advertising Opportunities

ROS ADVERTISING ON AAOS.org

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:
$105 for US, $95 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

AAOS NOW eTOCs DIGITAL OPPORTUNITY:
AAOS Now eTOCs are deployed the second Tuesday of every month to its readers, highlighting the month's cover story, featured sections, and more.

REACH: 35,500 Recipients
OPEN RATE: 29.9%

RATES:
$2,500 50% SOV
$4,000 100% SOV

AD SIZES: 2 - 300x250s

MATERIALS DUE:
7 days prior to deployment date

HEADLINE NEWS NOW eNEWSLETTERS

HEADLINE NEWS NOW eNEWSLETTERS
Headline News Now provides the latest updates in orthopaedics and health care. 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: 34,000+ AAOS Members
OPEN RATE: 34%

AD POSITONS AND COST:
$1,250 per ad slot
Ad unit: 300x250 (2 per email)

MATERIALS DUE:
7 days prior to deployment date

SPONSORED CONTENT - DIGITAL:
Client-supplied videos now accepted on AAOS.org.
Other sponsored content opportunities are available.
Please contact your sales rep for more details and pricing.

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