AAOS Commits $1 Million to Support Diversity Initiatives

The American Academy of Orthopaedic Surgeons (AAOS) is committing $1 million over the next five years to support diversity initiatives in orthopaedics.

AAOS President Daniel K. Guy, MD, FAAOS, announced that Stryker and DePuy Synthes represent the first among many other industry partners who have agreed to match these commitments. The company contributions will extend the reach of the initiative, bringing the total funding for the program, and at the Annual Meeting in March, 2021–2022, to $3 million.
About the American Academy of Orthopaedic Surgeons

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 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.

Circulation

TOTAL:
27,300

BREAKDOWN:
AAOS Members: 26,625 US / 675 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 10x 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>$5,009</td>
<td>$4,479</td>
<td>$3,597</td>
<td>$3,006</td>
<td>$2,374</td>
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<tr>
<td>6x</td>
<td>$4,874</td>
<td>$4,385</td>
<td>$3,490</td>
<td>$2,991</td>
<td>$2,285</td>
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<tr>
<td>10x</td>
<td>$4,807</td>
<td>$4,288</td>
<td>$3,400</td>
<td>$2,883</td>
<td>$2,234</td>
</tr>
</tbody>
</table>

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

4-Color Process: $2,097

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:
$22,000 net (supplied)
$25,000 (includes printing cost)

COVER WRAPS:
$25,000 net

GHOST COVERS:
Contact sales rep for pricing

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

NEW FRONT COVER BANNERS:
$8,000

About the American Academy of Orthopaedic Surgeons

AAOS now 2023 Print
### Issuance & Closing Dates

**FREQUENCY: 10x**

**MAILING CLASS: Periodical**

<table>
<thead>
<tr>
<th>CLOSING DATES:</th>
<th>Furnished Cover Tips &amp; Inserts</th>
<th>Ad Materials</th>
<th>Closing Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue Date</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>January</td>
<td>11/21/22</td>
<td>12/6/22</td>
<td>12/13/22</td>
</tr>
<tr>
<td>February</td>
<td>12/27/22</td>
<td>1/10/23</td>
<td>1/17/23</td>
</tr>
<tr>
<td>March/April</td>
<td>2/28/23</td>
<td>3/14/23</td>
<td>3/21/23</td>
</tr>
<tr>
<td>June</td>
<td>4/24/23</td>
<td>5/9/23</td>
<td>5/16/23</td>
</tr>
<tr>
<td>Aug./Sept.</td>
<td>7/25/23</td>
<td>8/9/23</td>
<td>8/16/23</td>
</tr>
<tr>
<td>October</td>
<td>8/21/23</td>
<td>9/5/23</td>
<td>9/12/23</td>
</tr>
<tr>
<td>November</td>
<td>9/25/23</td>
<td>10/10/23</td>
<td>10/17/23</td>
</tr>
<tr>
<td>December</td>
<td>10/23/23</td>
<td>11/7/23</td>
<td>11/14/23</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
- **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” 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>7.5” x 10.625”</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>

### 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.
Monthly Editorial Themes

SPECIALTY THEMES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>Practice Management/Rehab</td>
</tr>
<tr>
<td>June</td>
<td>Sports Medicine</td>
</tr>
<tr>
<td>July</td>
<td>Hand and Wrist</td>
</tr>
<tr>
<td>Aug/Sept</td>
<td>Oncology, Pediatrics</td>
</tr>
<tr>
<td>October</td>
<td>Spine, Trauma</td>
</tr>
<tr>
<td>November</td>
<td>Hip and Knee</td>
</tr>
<tr>
<td>December</td>
<td>Foot and Ankle, Shoulder and Elbow, Hip and Knee continued</td>
</tr>
</tbody>
</table>

TOPICAL EDITORIAL THEMES

<table>
<thead>
<tr>
<th>Issue</th>
<th>Theme</th>
</tr>
</thead>
<tbody>
<tr>
<td>May</td>
<td>Minimally Invasive Surgery Techniques</td>
</tr>
<tr>
<td>June</td>
<td>Professionalism</td>
</tr>
<tr>
<td>July</td>
<td>Malpractice Proofing: How Not to Get Sued</td>
</tr>
<tr>
<td>Aug/Sept</td>
<td>Evaluating Orthopaedic Resident Training and Education</td>
</tr>
<tr>
<td>October</td>
<td>Academic vs. Private Practice</td>
</tr>
<tr>
<td>November</td>
<td>Biologics</td>
</tr>
<tr>
<td>December</td>
<td>Innovation/Innovators in Orthopaedics</td>
</tr>
</tbody>
</table>

Advertising Incentive Programs

NEW PRODUCT DISCOUNT:
Commit to 3 paid ads for a new product and receive a 15% discount off the gross cost of each ad for the first 3 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 8, get 10% off each ad. Run 10, get 15% off each ad.

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@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
Fax: 732-862-1116

AD MATERIAL:
AMC Media Group
Ari Mihos
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Phone: 732-490-5530
Email: amihos@aaos.org

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

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 2024:
The official publication of the AAOS Annual Meeting, the Daily Edition will be published onsite in San Francisco. 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:
Monday, February 12 to Friday, February 16

Contact your sales representative for sponsored content and targeted ad programs highlighting specialties, geography, career stage, and more!
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:
$115 for US, $100 for outside US

AVERAGE MONTHLY METRICS:
Page views: 521,336
Impressions: 500,000
Users: 80,231
Sessions: 136,531

AD SIZES:
728x90
160x600
300x250
Sticky banner: 728x90

SPONSORED CONTENT

Client supplied videos and sponsored content now accepted on AAOS.org
Sponsored content can be a white paper, case study, video, etc.

PACKAGE INCLUDES:
• 2 placements in Headline News Now
• Your video content will be predominantly placed on AAOS.org’s home page and AAOS Now’s landing page
• 100% sov banners ads around sponsored content

BENEFITS:
Align your content with a credible trusted source

COST:
Starting at $6,000/month. Please contact your sales rep for more details.

SUB-SPECIALTY CHANNEL BUY PACKAGE

100% SOV sponsorship of one of 8 sub-specialties pages.

PACKAGE INCLUDES:
• 100% SOV across ads in your channel
• 10K impressions each month you sponsor
• One (2nd position) newsletter per month

BENEFITS:
• Align your banners with content relevant to your product/service
• Own the sub-specialty, blocking out the competition on AAOS.org

COST:
$5,000/month. Please contact your sales rep for more details.
**HEADLINE NEWS NOW eNEWSLETTERS**

*Headline News Now* provides the latest updates in orthopaedics and health care. The twice-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:** 38,500+ AAOS Members  
**OPEN RATE:** 34%  
**AD POSITONS AND COST:**  
$1,500 per ad slot  
Ad unit: 300x250 (3 per email)

**ANNUAL MEETING EDITIONS**

*HNN* will deploy Tuesday and Thursday the week of AAOS Annual meeting  
3 ad slots per email  
$2,000 per ad slot

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

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**AAOS NOW eTOCs**

*AAOS Now* eTOCs are deployed the second Tuesday of every month to readers, highlighting the month’s cover story, featured sections, and more.

**REACH:** 35,500 Recipients  
**OPEN RATE:** 29%  
**RATES:**  
$2,500 for 50% SOV  
$5,000 for 100% SOV  
**AD SIZES:** 2 - 300x250  
**MATERIALS DUE:** 7 days prior to deployment date

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**AAOS NOW “DID YOU MISS” EMAIL SERIES**

Provide an opportunity for sponsors to reach AAOS members who may have not read the previous month’s issue of *AAOS Now*. Emails will be deployed on a monthly basis one to two weeks after the issue’s eTOC is distributed and contain the top highlights from *AAOS Now*.

**REACH:** 35,000 AAOS members  
**AD SIZES:** 2 - 300x250  
**RATES:**  
$2,500 for 50% SOV  
$5,000 for 100% SOV  
**MATERIALS DUE:** 7 days prior to deployment date