

AAOS 2024 ANNUAL MEETING OPPORTUNITIES

AAOS **now** DAILY EDITION

The official publication of the AAOS 2024 Annual Meeting, February 12 – 16, San Francisco, CA

The official publication of the Annual Meeting, the *AAOS NOW Daily Edition* is published on-site at AAOS 2024.

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

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	\$11,803	\$13,955
Island Page	\$9,681	\$11,803
1/2 Page Horizontal or Vertical	\$7,335	\$9,681

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

Front Cover Banner	\$12,705
Cover 2	\$19,005
Cover 4	\$20,706
Center Spread	\$30,135
Table of Contents	\$17,378
Opposite Schedule at a Glance	\$15,383

Additional Advertising Opportunities:

Gatefold	Please inquire
Cover Tip	\$21,000 per issue*
Belly Band	\$23,100 per issue*

*Pricing does not include printing.
*All rates are net.

Advertising & Sales Office

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

ACCOUNT MANAGERS:
Monique McLaughlin
908-440-0203
mmclaughlin@aaos.org

Lauren Morgan
267-980-6087
lmorgan@aaos.org

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

Issuance & Closing Dates:

Ad space: **4x**

	Day 1 (Tue)	Day 2-4 (Wed-Fri)
Space close	TBD	TBD
ROB ads due	TBD	TBD
Cover tips/ belly bands (files)	TBD	TBD

Digital File Specifications

FILE FORMATS:

Preferred format is PDF/Acrobat 7 or later, set for compatibility with PDF version 1.6.

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. 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"	
Cover Tip*	NA	8.25" x 6.25"	8" x 6"

*Cover tip is stitched to the publication, so a 4" flap will be added and folded to the back of the publication.

Delivery of Material

MEDIA DELIVERY OF ADS:

PDFs should be sent via email or FTP.

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
Email: sdigangi@aaos.org

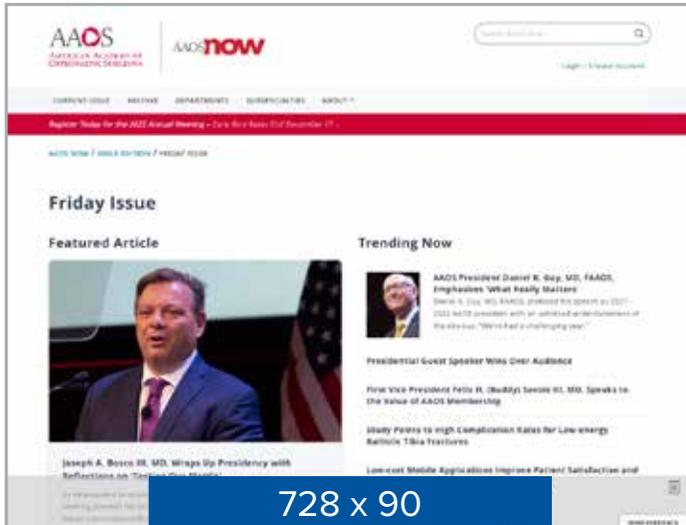
When mentioning your booth # use:
"AAOS Annual Meeting, Booth #XXXX."
Contact Ari Mihos for questions.

AD MATERIAL:

AMC Media Group
Attn: Ari Mihos
1436 Bristol Rd
Southampton, PA 18966

Phone: 215-791-5106
Email: amihos@aaos.org

Digital Opportunities



AAOS Annual Meeting Pages Roadblock

Run your ad across the AAOS Annual Meeting Pages

7-month sponsorship — Nov. - May

Average ~600K impressions over 7 months

Cost: \$30,000 for 50% SOV

over 300,000 impressions per sponsor

AAOS **now** Daily Digest

Today's Top Story

Study Measures Risk of Subsequent Arthroplasties in TKA and THA Patients with Osteoarthritis

Patients who undergo total knee arthroplasty (TKA) or total hip arthroplasty (THA) for osteoarthritis (OA) may be more likely to undergo further arthroplasties in the future, according to a study published online in *Clinical Orthopaedics and Related Research*. The Osteoarthritis Initiative project was used to collect data on 332 primary TKA patients and 132 THA patients who underwent surgery for OA. Mean follow-up was four years. After eight years, the cumulative incidence of contralateral TKA after the index TKA was 40 percent, and the incidence of any THA after TKA was 13 percent. The cumulative contralateral THA incidence after index THA was 8 percent, and the incidence of any TKA after THA was 32 percent. Contralateral TKA risk factors included younger age and loss of medial joint space width with a varus deformity.

[Read the abstract...](#)



300x250

In Other News

Study Compares Treatment Techniques for Acromioclavicular Dislocation

In a study published online in the *Journal of Shoulder and Elbow Surgery*, researchers compared

AAOS Now Daily Digest emails

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 (3 per email)

Cost: \$3,500 per ad slot for all 6 days

Ad slot will be rotated