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
Distributed by a team of professionals as well as available in magazine bins located at high-traffic areas throughout the Convention Center.

Rates

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

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>Black &amp; White (4 Issues)</th>
<th>4-Color (4 Issues)</th>
</tr>
</thead>
<tbody>
<tr>
<td>King Page</td>
<td>$11,803</td>
<td>$13,955</td>
</tr>
<tr>
<td>Island Page</td>
<td>$9,681</td>
<td>$11,803</td>
</tr>
<tr>
<td>1/2 Page Horizontal or Vertical</td>
<td>$7,335</td>
<td>$9,681</td>
</tr>
</tbody>
</table>

Premium Positions:

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

<table>
<thead>
<tr>
<th>Premium Positions</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover Banner</td>
<td>$12,705</td>
<td></td>
</tr>
<tr>
<td>Cover 2</td>
<td>$19,005</td>
<td></td>
</tr>
<tr>
<td>Cover 4</td>
<td>$20,706</td>
<td></td>
</tr>
<tr>
<td>Center Spread</td>
<td>$30,135</td>
<td></td>
</tr>
<tr>
<td>Opposite Table of Contents</td>
<td>$17,378</td>
<td></td>
</tr>
<tr>
<td>Opposite Schedule at a Glance</td>
<td>$15,383</td>
<td></td>
</tr>
</tbody>
</table>

Additional Advertising Opportunities:

| Gatefold                                       | Please inquire           |                    |
| Cover Flap                                     | $23,100 per issue*       |                    |

*Pricing does not include printing.
*All rates are net.
**Issuance & Closing Dates:**

<table>
<thead>
<tr>
<th>Ad space: 4x</th>
<th>Day 1 (Mon)</th>
<th>Day 2–4 (Tue–Thurs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space close</td>
<td>1/12/24</td>
<td>1/19/24</td>
</tr>
<tr>
<td>ROB ads due</td>
<td>1/19/24</td>
<td>1/30/24</td>
</tr>
<tr>
<td>Cover flaps</td>
<td>1/24/24</td>
<td>2/2/24</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:** 9.5” x 13.5”

**BLEED:** 0.125”

**LIVE MATTER:** 0.5” from trim and gutter

**TYPE OF BINDING:** Saddle-stitched

<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>18.5” x 13”</td>
<td>19.25” x 13.75”</td>
<td>19” x 13.5”</td>
</tr>
<tr>
<td>King Page</td>
<td>9” x 13”</td>
<td>9.75” x 13.75”</td>
<td>9.5” x 13.5”</td>
</tr>
<tr>
<td>Island Spread</td>
<td>18” x 9.5”</td>
<td>19” x 10.5”</td>
<td>19” x 10.25”</td>
</tr>
<tr>
<td>Island Page</td>
<td>6.5” x 9.625”</td>
<td>7.075” x 10.5”</td>
<td>6.825” x 10.25”</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>8.5” x 5.875”</td>
<td>9.75” x 6.75”</td>
<td>9.5” x 6.5”</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4.375” x 11.75”</td>
<td>4.875” x 13.75”</td>
<td>4.625” x 13.5”</td>
</tr>
<tr>
<td>Front Cover Banner</td>
<td>8.75” x 2.125”</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Cover Flap*</td>
<td>NA</td>
<td>7.25” x 5.25”</td>
<td>7” x 5”</td>
</tr>
</tbody>
</table>

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

**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.

**Delivery of Material**

**MEDIA DELIVERY OF ADS:**

PDFs must be sent via email or client’s filesharing software. CD-ROM or DVD are no longer accepted.

**CONTRACTS, INSERTION ORDERS, AND INVOICING:**

AMC Media Group
Attn: Selin DiGangi
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726
Phone: 732-490-5530
Email: sdigangi@aaos.org

**AD MATERIAL:**

AMC Media Group
Attn: Ari Mihos
1436 Bristol Rd
Southampton, PA 18966
Phone: 215-791-5106
Email: amihos@aaos.org

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

**Conference Wrap Up e-Newsletters**

100% SOV opportunity to include your ad around content captured on-site at the AAOS Annual Meeting.

1 email sent over 26,000 AAOS members. 100% SOV

**Ad Slot:** 300 x 250 (2 per email)

**Cost:** $5,000 per deploy
Why advertise in the new Company Spotlight?

- Drive traffic to your booth
- Showcase your products and services and make contact with key decision-makers
- Maximize your on-site effectiveness

Get your company logo, booth number, and company description listed within the AAOS 2024 Dailies. This new feature is a great way to highlight and share a brief write-up of your products and services, all while having it help drive more foot traffic to your exhibit booth and gaining more exposure. You can even add a QR code that drives viewers to your website.

Size: 4.25” x 5.75”
Word Count: <250
Cost: $2,500

Speak to your sales representative today and take advantage of this unique opportunity to target AAOS 2024 Annual Meeting attendees.