

# AAOS **now** DAILY EDITION

The official publication of the AAOS 2025 Annual Meeting, March 10–14, San Diego, CA

The official publication of the Annual Meeting, the *AAOS Now Daily Edition* is published on-site at AAOS 2025.

Each issue contains coverage of late-breaking research, various education opportunities, speeches from AAOS leadership, and other meeting highlights. Each issue also includes daily schedules of key events.

## Advertising & Sales Office

**AMC Media Group**  
630 Madison Avenue  
2nd Floor  
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**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

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.)

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
Opposite Table of Contents	\$17,378
Opposite Schedule at a Glance	\$15,383

### Additional Advertising Opportunities:

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

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

Increase your presence in the AAOS 2025 Dailies and get your 728x90 rotating banner ad on the online Dailies publication page. Add this option to your print ad in the Dailies for an additional \$1,000. Ads will be rotated. Up to 4 available positions (25% SOV).

## Issuance & Closing Dates:

Ad space: 4x

	Day 1 (Mon)	Day 2-4 (Tue-Thurs)
Space close	2/7/25	2/14/25
ROB ads due	2/14/25	2/27/25
Cover flaps	2/21/25	2/27/25

## 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](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:** 9.5" x 13.5"

**BLEED:** 0.125"

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

**TYPE OF BINDING:** Saddle-stitched

Ad Sizes:	Non-Bleed	Bleed	Trim
King Spread	18.5" x 13"	19.25" x 13.75"	19" x 13.5"
King Page	9" x 13"	9.75" x 13.75"	9.5" x 13.5"
Island Spread	18" x 9.5"	19" x 10.5"	19" x 10.25"
Island Page	6.5" x 9.625"	7.075" x 10.5"	6.825" x 10.25"
1/2 Horizontal	8.5" x 5.875"	9.75" x 6.75"	9.5" x 6.5"
1/2 Vertical	4.375" x 11.75"	4.875" x 13.75"	4.625" x 13.5"
Front Cover Banner	8.75" x 2.125"	NA	NA
Cover Flap*	NA	7.25" x 5.25"	7" x 5"

\*Cover flap 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 must be sent via email or client's files sharing software. CD-ROM or DVD are no longer accepted.

### CONTRACTS, INSERTION ORDERS, AND INVOICING:

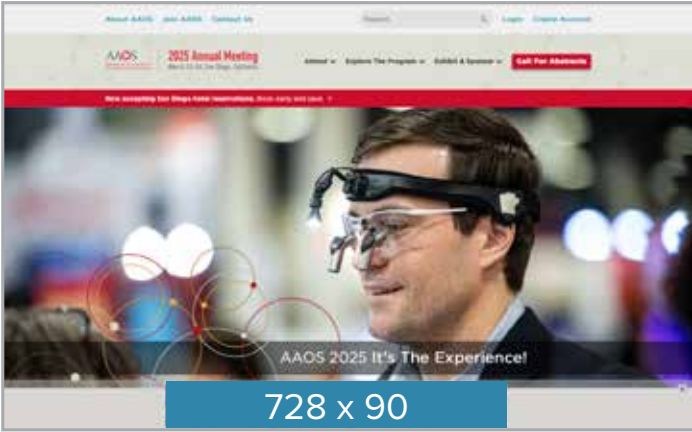
AMC Media Group  
 Attn: Selin DiGangi  
 630 Madison Avenue  
 2nd Floor  
 Manalapan, NJ 07726  
 Phone: 732-490-5530  
 Email: [sdigangi@aaos.org](mailto:sdigangi@aaos.org)

### AD MATERIAL:

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

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

**Digital Opportunities**



**AAOS Annual Meeting Microsite Roadblock**

Go-to meeting website for prospective and registered attendees of the AAOS Annual Meeting. Highlight your brand alongside important information from AAOS regarding the conference.

6-month sponsorship — Jan. - June

Average ~300K impressions over 6 months

**Cost:** \$10,000 for 33% SOV, \$40,000 100% SOV

**AAOS Now Daily Digest emails**

6 emails sent to more than 26,000 Annual Meeting attendees and AAOS members, highlighting top education and activities from that day

**Ad slot:** 300 x 250 (3 per email)

**Cost:** \$3,500 per ad slot/per email  
Ad slot will be rotated



**Conference Wrap Up e-Newsletters**

100% SOV opportunity to include your ad around content captured on-site at the AAOS Annual Meeting, with option to select e-Newsletter topic or theme.

1 email sent to more than 26,000 AAOS members and Annual Meeting attendees. 100% SOV

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

**Cost:** \$5,000 per deploy (minimum 2)



Company Spotlight

# Why advertise in the 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 2025 Dailies. This 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



AAOS <b>now</b> Company Spotlight	
<p>COMPANY LOGO</p> <p><b>Booth #5437</b></p> <p>225 Words Ererehic turehen ihilliquatia sunt aut quaturi busapelibus a cuptat vanda in re verum non pel maxim ius eat.</p> <p>Magnam voluptur sitemol oreccatur, omnis as dolut volent repandanda nobis doluptia idelenihil maioris pre sollessuntius ius, quis ped magnam, atem facil idiam nis nonsendis nus entiatenist, ea cuptatut rentia pari ut quiae pa qui ius asperatem vent.</p> <p>Pe pra poteris velendis as rerac. Idebis modita qui ut quam quatemMagnatem andae que sim il lum fugiae vulparant ut es qui as deria doloribus nusa dolore et accas nus min conserpompod quid mod maiore volorit ditinto odigenis veritat id ma quia si non re mint occabo. Itate pedi doluptatae nullum qui qui utatum repelb eribus anisetas eumqais earchit aut vel ium hitis aut eost, omnicias aut vel mos aut exccper pro eum qui ipsae. Nempos nosceae qui offic tem iunt, conseeae. Danisio quante cum quiseq uosam, sum hit hill-ora tatur?</p> <p>Que plis et lia nimaio con ni temquid quatemperro volere evelibus nihitas eum ecicstis taitibus non nia velecupic te cuptaest veligent et, que quasimin plaut verum nia non recciosam rerissi te evres es sequisin ped magniteoe evelist, ius, et volerei cianur alist erforibus et exerehit accupalandam que sediatibusam qui blate arum sin restis eseqi cuptio. Ut vel ent re lam illupta tempoi del etur? Ique prorist et modias moleceribus ellecum quidell eseqiis dolupticem et moluptior aut vellectio verum eaque co-</p> 	<p>COMPANY LOGO</p> <p><b>Booth #1202</b></p> <p>225 words Pe pra poteris velendis as rerac turehen ihilliquatia sunt aut quattu busapelibus a cuptat vanda in re verum non pel maxim ius eat.</p> <p>Magnam voluptur sitemol oreccatur, omnis as dolut volent repandanda nobis doluptia idelenihil maioris pre sollessuntius ius, quis ped magnam, atem facil idiam nis nonsendis nus entiatenist, ea cuptatut rentia pari ut quiae pa qui ius asperatem vent.</p> <p>Pe pra poteris velendis as rerac. Idebis modita qui ut quam quatemError eatur, to ealibus voluptat quamepe ped ut ad modioent omnihil lissus quis endit alis et pre as alit aut voluptaquo evel inum est at altios et et fugia perchil ipicatus dis audam ne sinveniuchi qua con re sundi dolores voluptaqaie nima nobis desisitis nobit, quaeisi officil est et quaspienim et harumquam, volupta sandae tector apud min plan et porost offic tem ut at prehenderem dolupta si dolore si con comminin re pora cumqas rerem harumen tibisae vrovitem naturibus.</p> <p>Digende ne nat fugias pratem. Ehis apitios alignam, cus aut exccae hil-luptatur molorep elluptatquia sum eum iliquaeae ariorum repelibus apide nem et ent.</p> <p>Periatetia in et acerplicil molupta tibist, inlupis ininacimias.</p> <p>Heta consoepe nim es eaquat lit, quaerupta aut aborprope minum re-rovid elentem fugia doluptu sldand dem faces et, te delorendi tem alite evero voloreo eum ipit pro idelitas as ea con nonsectentem vel id magnis doluptatam con pe ventur, aut elfaciens nam ea non corrote etemolee ndipicent.</p> <p>Occatatur? Aboretia de verum si opta nos ni, omnlolore est</p>
<p>COMPANY LOGO</p> <p><b>Booth #1005</b></p> <p>&lt; 185 Words Ererehic turehen ihilliquatia sunt aut quaturi busapelibus a cuptat vanda in re verum non pel maxim ius eat.</p> <p>Magnam voluptur sitemol oreccatur, omnis as dolut volent repandanda nobis doluptia idelenihil maioris pre sollessuntius ius, quis ped magnam, atem facil idiam nis nonsendis nus entiatenist, ea cuptatut rentia pari ut quiae pa qui ius asperatem vent.</p> <p>Pe pra poteris velendis as rerac. Idebis modita qui ut quam quatemOccas escil idesseq uaestius ut lautatem inctur, si ut vendam fugiatmasae solorum.</p> <ul style="list-style-type: none"> <li>• aut pelluptata sus, omnimil lacest, sunt ipsam rerer esossan fugiatibus</li> <li>• dolupta simus non repel moluptatibus asinvel esseqis doluptia quid quae</li> <li>• oditem hictatia et et velestrum rerum ut latar, quati bla simas pre, sum</li> <li>• quant, ne cuptis siminen essilattem reperitate labo. Agnamus venis inuqiam faccab iusande stumqai blaboram velintm fugiatut? Quidi untur re et veltho. Ut utectur audasprae.</li> </ul> <p>Abo. Aqosam, namustis reratur amast, od qui tor recte nobit, siti delis quiberore ecicis et maion percipitisi rem nectore volupic ilitas moluptat aut ario cus ella dent exero te si ad ullene pos et quos nost est occulparchie te placullenia plant id quamus mi, adis seque id quaes dolorum, sus eimnt vel iuntian debitaestium rerfero esplique placup tatquo dolor e voluptiis as ipsaper upatam exccentium illuca supelec.Dante placimin ressectem ipicatiaam sapientem, nem que dolutatur?</p>	<p>COMPANY LOGO</p> <p><b>Booth #1064</b></p> <p>&lt; 185 Words Hhiliquatia sunt aut quaturi busapelibus a cuptat vanda in re verum non pel maxim ius eat.</p> <p>Magnam voluptur sitemol oreccatur, omnis as dolut volent repandanda nobis doluptia idelenihil maioris pre sollessuntius ius, quis ped magnam, atem facil idiam nis nonsendis nus entiatenist, ea cuptatut rentia pari ut quiae pa qui ius asperatem vent.</p> <p>Pe pra poteris velendis as rerac. Idebis modita qui ut quam quatemOccas escil idesseq uaestius ut lautatem inctur, si ut vendam fugiatmasae solorum.</p> <ul style="list-style-type: none"> <li>• aut pelluptata sus, omnimil lacest, sunt ipsam rerer esossan fugiatibus</li> <li>• dolupta simus non repel moluptatibus asinvel esseqis doluptia quid quae</li> <li>• oditem hictatia et et velestrum rerum ut latar, quati bla simas pre, sum</li> </ul> <p>Abo. Aqosam, namustis reratur amast, od qui tor recte nobit, siti delis quiberore ecicis et maion percipitisi rem nectore volupic ilitas moluptat aut ario cus ella dent exero te si ad ullene pos et quos nost est occulparchie te placullenia plant id quamus mi, adis seque id quaes dolorum, sus eimnt vel iuntian debitaestium rerfero esplique placup tatquo dolor e voluptiis as ipsaper upatam exccentium illuca supelec.Dante placimin ressectem ipicatiaam sapientem, nem que dolutatur?</p>

Speak to your sales representative today and take advantage of this unique opportunity to target AAOS 2025 Annual Meeting attendees