

# AAOS *Now*

*The official news publication of the American Academy of Orthopaedic Surgeons*

**Advertising & Sales Office:**

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**Editor-in-Chief:** Eeric Truumees, MD

**Managing Editor:** Mary Ann Porucznik

**GENERAL INFORMATION**

**EDITORIAL:** News and in-depth reviews of clinical and subspecialty topics, subspecialty meeting coverage, research and technology updates, regulatory issues, continuing medical education, practice and risk management, and AAOS activities.

**ACCEPTANCE OF ADVERTISING:** All advertisements are subject to review and approval by the Editor-in-Chief.

**AD FORMAT AND PLACEMENT POLICY:** Interspersed

**BONUS DISTRIBUTION:** March issue at the AAOS Annual Meeting.

**CIRCULATION**

**TOTAL CIRCULATION:** 27,284

**CIRCULATION VERIFICATION:** Sworn Statement

**COVERAGE:** U.S. and Canada

**MARKET SERVED:** Orthopaedic Surgeons and Residents, Osteopaths, Allied Health Fellows, and Candidate Members of AAOS receive the AAOS *Now* as a benefit of membership.

**SUBSCRIPTION RATES:** U.S. Individual: \$86 yr;  
U.S. Institutions: \$176 yr.

**RATES**

**EARNED RATES:** Rates are based on the total number of insertions (full or fractional pages) used within a one-year period.

**AGENCY COMMISSION:** 15%

**DUAL RESPONSIBILITY:** Advertisers agree to accept "dual responsibility" for payment if the advertiser's agency does not remit payment within 90 days of the invoice date.

Frequency	King	3/4 Page	Island	1/4 Page
1x	\$4,275	\$3,800	\$3,065	\$2,025
6x	\$4,140	\$3,725	\$2,965	\$1,950
12x	\$4,060	\$3,640	\$2,900	\$1,905
24x	\$3,945	\$3,560	\$2,780	\$1,820
36x	\$3,790	\$3,425	\$2,680	\$1,745
48x	\$3,640	\$3,285	\$2,575	\$1,670
60x	\$3,600	\$3,185	\$2,540	\$1,625
84x	\$3,550	\$3,160	\$2,455	\$1,525

**COLOR RATES:** in addition to earned B/W rate

Standard Color: \$700 3/Color or 4/Color: \$1,975  
Matched Color: \$850

**PREFERRED POSITIONS:**

2nd Cover: 35% Premium  
4th Cover: 50% Premium

**INSERTS:** Charged at the earned page rate.

**ADVERTISERS' INCENTIVE PROGRAMS**

- a. **Frequency Reward:** Run an ad five times and receive one free print ad and two bottom banners on *Headline News Now* (based on availability). Run an ad ten times and receive two free print ads and four bottom banners on *Headline News Now*.
- b. **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 insertions.
- c. **Second Product Discount:** Run two different product ads in an issue and receive a 50% discount off the second product ad.
- d. **Corporate Discount:** Discount on print advertising in *AAOS Now*, based on prior year combined spending level in *AAOS Now* and Annual Meeting Sponsorships.

Prior Year Spending Level	Discount
\$10,000-\$50,000.....	1%
\$50,001-\$100,000.....	3%
\$100,001 and over.....	5%

**ISSUANCE & CLOSING DATES**

Issue	Closing Date	R.O.B. Materials	Inserts	Mail
January	Nov 25	Dec 4	Dec 11	Jan 4
February	Dec 30	Jan 4	Jan 12	Feb 1
March	Jan 29	Feb 4	Feb 12	Mar 1
April	Feb 29	Mar 4	Mar 11	Apr 1
May	Mar 30	Apr 4	Apr 12	May 2
June	Apr 29	May 4	May 12	Jun 1
July	May 30	Jun 3	Jun 13	Jul 1
August	Jun 30	Jul 5	Jul 12	Aug 1
September	Jul 29	Aug 4	Aug 12	Sep 1
October	Aug 30	Sep 5	Sep 12	Oct 3
November	Sep 30	Oct 4	Oct 12	Nov 1
December	Oct 28	Nov 4	Nov 11	Dec 1

**MECHANICAL SPECIFICATIONS**

**TRIM SIZE:** 10.5" x 14"

**AD SIZES**

	Non-Bleed Width x Height	Bleed Width x Height
King Spread	19.92" x 12.25"	21.25" x 14.25"
King Page	9.42" x 12.25"	10.75" x 14.25"
3/4 Page Horizontal	9.42" x 9.185"	10.75" x 9.935"
3/4 Page Vertical	7" x 12.25"	7.8" x 13"
Island Spread	15.09" x 10"	15.35" x 10.75"
Island 1/2 Page	7" x 10"	7.8" x 10.75"
1/2 Page Horizontal	9.42" x 6.125"	10.75" x 6.875"
1/2 Page Vertical	4.585" x 12.25"	5.375" x 13"
1/4 Page Square	4.585" x 6.125"	5.375" x 6.875"

**PAPER STOCK:**

50 lb. Flo Gloss, self-cover

**TYPE OF BINDING:** Saddle-stitched

**REPRODUCTION REQUIREMENTS**

Digital files required.

**PREFERRED FORMAT:** PDF/X-1a

**COLOR PROOFS:** All proofs must conform to SWOP standards. If no proofs are furnished, color match on press cannot be guaranteed. Furnish proofs to 100% of print size.

**CHECKLIST BEFORE SUBMISSION:**

- Convert all RGB color to CMYK
- Submit all elements at 100%
- Include all fonts as well as fonts used in graphics
- DO NOT nest EPS files
- Use default of .25 pt for trapping
- Avoid rotation and cropping of images in layout programs
- Keep trim marks outside the bleed area
- Keep all type 1/2" from bleed

**FTP DELIVERY:**

Address: ftp://specialty.aaos.org

User name: advertising

Password: downloads

**Upload the file into the appropriate folder and send notification to [wiegand@aaos.org](mailto:wiegand@aaos.org)**

**INSERT REQUIREMENTS:**

- King insert supplied size: 10-3/4" x 14-1/4"
- Island insert supplied size: 8-1/8" x 11-1/4"
- Trimming: 1/8" from head, foot, and face. No gutter grind off.
- Jogs to the head.
- Supply multiple-leaf inserts folded.
- Quantity: 30,000 (includes spoilage)
- Packing: Carton packing required. AAOS Now, month of issue, and quantity must be clearly marked on outside of cartons.

**ADDRESSES:**

**a. Contracts and Insertion Orders:**

Pharmaceutical Media Inc.  
30 East 33rd Street  
New York, NY 10016  
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[kclark@pminy.com](mailto:kclark@pminy.com)

**b. Ad Materials and Classified Advertising:**

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American Academy of Orthopaedic Surgeons  
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Rosemont, IL 60018  
Tel: 847-384-4145  
Fax: 847-268-9645  
[wiegand@aaos.org](mailto:wiegand@aaos.org)

**c. Inserts:**

Walsworth Print Group  
Attn: Receiving—cust furnished inserts  
2024 Hawthorne Avenue  
St. Joseph, MI 49085  
Tel: 269-983-9130

**#1 in Ad Page Exposures among ALL orthopaedic publications\***

**#1 in Readers among tabloids in the orthopaedic market\***

**#1 in High Readers among tabloids in the orthopaedic market\***



\*Source: Kantar, 2015