

AAOS Now

The official news publication of the American Academy of Orthopaedic Surgeons

Advertising & Sales Office:

Pharmaceutical Media, Inc.
30 East 33rd Street, 4th Floor New York, NY 10016
212-685-5010; www.pminy.com

Display Advertising Account Managers:

Kathleen Harrison: 212-904-0372 kharrison@pminy.com
Kathleen Malseed: 215-427-0392 kmalseed@pminy.com
Michael Perlowitz: 212-904-0374 mperlowitz@pminy.com

Production Manager:

Kathy Clark: 212-904-0365 kclark@pminy.com

Publisher's Office:

American Academy of Orthopaedic Surgeons
9400 West Higgins Road
Rosemont, IL 60018-4262
847-823-7186; www.aaos.org

Classified Advertising and Production Manager:

David Wiegand: 847-384-4145; wiegand@aaos.org

Editor-in-Chief: Eric Truumees, MD

Managing Editor: Jennie McKee

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: 27,452

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.

ISSUANCE & CLOSING DATES

Issue	Closing Date	ROB Materials	Inserts	Mail
January	11/23/16	12/2/16	12/9/16	1/4/16
February	12/30/16	1/4/17	1/12/17	2/1/17
March	1/27/17	2/3/17	2/10/17	3/1/17
April	2/28/17	3/3/17	3/10/17	4/3/17
May	3/30/17	4/4/17	4/12/17	5/2/17
June	4/28/17	5/4/17	5/12/17	6/1/17
July	5/30/17	6/2/17	6/13/17	7/3/17
August	6/30/17	7/5/17	7/12/17	8/1/17
September	7/28/17	8/4/17	8/11/17	9/1/17
October	8/30/17	9/5/17	9/12/17	10/3/17
November	9/29/17	10/4/17	10/12/17	11/1/17
December	10/27/17	11/3/17	11/10/17	12/1/17

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%

#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, 2016

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	\$4,360	\$3,880	\$3,130	\$2,070
6x	\$4,225	\$3,800	\$3,025	\$1,990
12x	\$4,145	\$3,715	\$2,960	\$1,945
24x	\$4,025	\$3,635	\$2,840	\$1,860
36x	\$3,870	\$3,495	\$2,735	\$1,780
48x	\$3,715	\$3,355	\$2,630	\$1,705
60x	\$3,675	\$3,250	\$2,595	\$1,660
84x	\$3,625	\$3,225	\$2,505	\$1,560

COLOR RATES: in addition to earned B/W rate
 Standard Color: \$700
 Matched Color: \$850
 3/Color or 4/Color: \$1,995

PREFERRED POSITIONS:

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

INSERTS: Charged at the earned page rate.

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

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:**

Kathy Clark
 Pharmaceutical Media Inc.
 30 East 33rd Street
 New York, NY 10016
 Tel: 212-904-0365
kclark@pminy.com

b. Ad Materials and Classified Advertising:

David Wiegand
 American Academy of Orthopaedic Surgeons
 9400 West Higgins Road
 Rosemont, IL 60018
 Tel: 847-384-4145
 Fax: 847-268-9645
wiegand@aaos.org

c. Inserts:

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