

AAOS Now

The official news publication of the American Academy of Orthopaedic Surgeons

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GENERAL INFORMATION

EDITORIAL: As the leading orthopaedic newsmagazine, AAOS Now offers a unique blend of clinical news and information, advocacy updates, practice management advice, reports on research and quality, and the latest news from the American Association of Orthopaedic Surgeons (AAOS).

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 Date
January	11/22/17	12/1/17	12/12/17	12/28/17
February	12/22/17	1/5/18	1/12/18	1/31/18
March	1/25/18	2/5/18	2/12/18	3/2/18
April	2/26/18	3/5/18	3/12/18	3/30/18
May	3/26/18	4/5/18	4/12/18	4/30/18
June	4/25/18	5/4/18	5/14/18	6/1/18
July	5/25/18	6/5/18	6/12/18	7/2/18
August	6/25/18	7/5/18	7/12/18	7/31/18
September	7/25/18	8/6/18	8/13/18	8/31/18
October	8/27/18	9/5/18	9/12/18	10/1/18
November	9/25/18	10/5/18	10/12/18	11/2/18
December	10/25/18	11/5/18	11/15/18	12/3/18

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.

#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, 2017

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	\$4,450	\$3,980	\$3,195	\$2,110
6x	\$4,330	\$3,895	\$3,100	\$2,030
12x	\$4,270	\$3,810	\$3,020	\$1,985
24x	\$4,145	\$3,725	\$2,925	\$1,900
36x	\$3,990	\$3,600	\$2,820	\$1,815
48x	\$3,820	\$3,460	\$2,710	\$1,740
60x	\$3,750	\$3,330	\$2,660	\$1,695
84x	\$3,700	\$3,275	\$2,570	\$1,605

COLOR RATES: in addition to earned B/W rate

Standard Color: \$700

Matched Color: \$850

3/Color or 4/Color: \$2,015

PREFERRED POSITIONS:

2nd Cover: 35% Premium

3rd Cover: 10% 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 proofs are not furnished, color match on press cannot be guaranteed. Furnish proofs at 100% of print size.

SUBMISSION CHECKLIST:

- 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://ftp.pminy.com

User name: pmiftuser

Password: \$130sales

Upload the file into the appropriate folder and send notification to cdavis@pminy.com

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. Insertion Orders and ROB Materials to:**

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b. Inserts:

Walsworth Print Group
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2024 Hawthorne Avenue
St. Joseph, MI 49085
Tel: 269-983-9130