Is There a Clear Solution for Recurrent Disk Herniations?

M. Recurrent disk herniations are a significant problem for patients and healthcare providers. Approximately 90% of patients experience good to excellent results with the first microdiskectomy. However, recurrent disk herniations, despite conservative care, can result in surgical complications, such as infection or recurrence due to the presence of residual disk material. This can lead to increased disability and pain for the patient. Thus, understanding the factors that contribute to recurrent disk herniations is crucial for improving patient care and outcomes.

Recent studies have focused on the role of osteocytes in the development of postoperative infections. Osteocytes are bone cells that play a crucial role in the immune response and bone remodeling. They are involved in the production of cytokines and chemokines that attract immune cells to the bone. In postoperative infections, osteocytes may become infected, leading to the formation of a biofilm that can protect the bacteria from antibiotics and immune cells. This biofilm can persist for long periods, leading to recurrent infections.

One study investigated the infection of human osteocytes with Staphylococcus aureus, a common cause of postoperative infections. The study demonstrated that S. aureus can infect and reside inside osteocytes, causing intracellular infection. The results showed that the osteocytes were able to persist in the bone for extended periods, contributing to recurrent infections.

In conclusion, recurrent disk herniations can result from a variety of factors, including residual disk material, infection, and osteocyte infection. Understanding these factors is crucial for developing effective strategies to prevent recurrent herniations and improve patient outcomes.
**Issuance & Closing Dates:**

**FREQUENCY:** 12x  
**MAILING CLASS:** Periodical  

**CLOSING DATES:**

<table>
<thead>
<tr>
<th>Issue Date</th>
<th>Closing Date</th>
<th>Ad Materials</th>
<th>Furnished Cover Tips &amp; Inserts</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11/26/18</td>
<td>12/6/18</td>
<td>12/10/18</td>
</tr>
<tr>
<td>February</td>
<td>12/21/18</td>
<td>1/8/19</td>
<td>1/11/19</td>
</tr>
<tr>
<td>March</td>
<td>1/21/19</td>
<td>2/1/19</td>
<td>2/6/19</td>
</tr>
<tr>
<td>April</td>
<td>2/20/19</td>
<td>3/4/19</td>
<td>3/7/19</td>
</tr>
<tr>
<td>May</td>
<td>3/22/19</td>
<td>4/3/19</td>
<td>4/8/19</td>
</tr>
<tr>
<td>June</td>
<td>4/23/19</td>
<td>5/3/19</td>
<td>5/8/19</td>
</tr>
<tr>
<td>July</td>
<td>5/21/19</td>
<td>6/3/19</td>
<td>6/6/19</td>
</tr>
<tr>
<td>August</td>
<td>6/24/19</td>
<td>7/5/19</td>
<td>7/10/19</td>
</tr>
<tr>
<td>September</td>
<td>7/23/19</td>
<td>8/2/19</td>
<td>8/7/19</td>
</tr>
<tr>
<td>October</td>
<td>8/23/19</td>
<td>9/5/19</td>
<td>9/10/19</td>
</tr>
<tr>
<td>November</td>
<td>9/23/19</td>
<td>10/3/19</td>
<td>10/8/19</td>
</tr>
<tr>
<td>December</td>
<td>10/22/19</td>
<td>11/1/19</td>
<td>11/6/19</td>
</tr>
</tbody>
</table>

**BONUS DISTRIBUTION ISSUE:**  
March: AAOS Annual Meeting

**EDITORIAL:**  
As the leading orthopaedic news magazine, 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 AAOS.

**AD PLACEMENT POLICY:**  
Interspersed within articles.

**Mechanical Requirements**  

**PAPER STOCK:**  
Inside: 60 lb. coated stock  
Covers: 60 lb. coated stock

**TRIM SIZE:** 10.5” x 14”  

**BLEED:** 0.125”  

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

**TYPE OF BINDING:** Saddle-stitched

**REPRODUCTION REQUIREMENTS:**  
DIGITAL FILES REQUIRED.

**Ad Sizes:**

<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>20&quot; x 12.25&quot;</td>
<td>21.25&quot; x 14.25&quot;</td>
<td>21&quot; x 14&quot;</td>
</tr>
<tr>
<td>King Page</td>
<td>9.5&quot; x 12.25&quot;</td>
<td>10.75&quot; x 14.25&quot;</td>
<td>10.5&quot; x 14&quot;</td>
</tr>
<tr>
<td>3/4 Horizontal</td>
<td>9.5&quot; x 9.185&quot;</td>
<td>10.75&quot; x 10&quot;</td>
<td>NA</td>
</tr>
<tr>
<td>3/4 Vertical</td>
<td>7&quot; x 12.25&quot;</td>
<td>7.8&quot; x 13&quot;</td>
<td>NA</td>
</tr>
<tr>
<td>Island Spread</td>
<td>15&quot; x 10&quot;</td>
<td>15.35&quot; x 10.75&quot;</td>
<td>NA</td>
</tr>
<tr>
<td>Island Page</td>
<td>7&quot; x 10&quot;</td>
<td>7.75&quot; x 10.75&quot;</td>
<td>NA</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>9.5&quot; x 6.125&quot;</td>
<td>10.75&quot; x 6.875&quot;</td>
<td>NA</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>4.585&quot; x 12.25&quot;</td>
<td>5.375&quot; x 13&quot;</td>
<td>NA</td>
</tr>
</tbody>
</table>

**INSERTS:**  
Quantity: 29,000 required (includes spoilage)  
Paper weight: 80# maximum  
Specifications:  
- King Size – 10.625" x 14.125" (0.125" head, foot, and face trim will be applied). Full-size inserts should be supplied untrimmed and folded.  
- A-Size – 8” x 11” pre-trimmed head and face (0.125” foot trim will be applied). Inserts should be supplied folded.  
Inserts not meeting mechanical specifications are subject to a surcharge. Publication requires preclearance of all inserts by submission of sample paper stock or paper dummy when insert is not standard. Please check with American Medical Communications for availability and other information required.

**COVER TIPS:**  
Standard Trim size: 10.5” x 6”  
Minimum trim size: 3.5” x 5” for a single page, 4” x 6” for multiple page cover-tips

**GHOST COVERS:**  
Front trim size: 10.5” x 10.5”  
Back trim size: 10.5” x 14”  
Contact your sales rep for pricing.
Digital File Specifications

FILE FORMATS:
Preferred format is PDF/Acrobat 4.05 or later, set for compatibility with PDF version 1.3 (Acrobat 4).

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. American Medical Communications cannot guarantee color match unless acceptable proof is provided.

DISPOSITION OF MATERIAL:
Reproduction material will be held one year from last insertion.

Advertising Incentive Programs

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 months.

SECOND PRODUCT DISCOUNT:
Run 2 different product ads in an issue and receive a 50% discount off the second (smaller ad unit) product ad.

CONTINUITY DISCOUNT PROGRAM:
Run 6, get 5% off each ad. Run 9, get 10% off. Run 12, get 15% off.

Delivery of Material

MEDIA DELIVERY OF ADS:
PDFs sent via email or FTP are preferred, but CD-ROM or DVD will be accepted. All disks must be labeled with the following: Publication Title, Issue Date, Advertiser, Agency Name, Agency Contact & Phone Number. Attach printout of disk contents.

INTERNET/FTP DELIVERY OF ADS:
Please email Ari Mihos
amihos@americanmedicalcomm.com prior to submitting a file via FTP.

Address: ftp://199.193.117.104
Log in: aaosguest
Password: Guestaaos!
Folder: AAOS

COVERAGE TIP & INSERT
SHIPPING INFORMATION:
Democrat Printing & Litho
ATTN: Alan Mazander
6401 Lindsey Road
Little Rock, AR 72206
1-800-622-2216
Packaging should be clearly marked AAOS Now with issue date.
CPM:
$75 for US, $65 for outside US

METRICS (per month):
Average US Monthly Pageviews: 521,336
Average Monthly Users: 80,231
Average Monthly Sessions: 136,531

AD SIZES:
728x90
160x600 (not shown)
300x250

AAOS.org is a one-stop shop for Orthopaedists and is the official website of the AAOS. Content includes news, meeting information, AAOS periodicals, guidelines, education and more.

AAOS NOW eTOCs DIGITAL OPPORTUNITY:
Beginning in 2019 AAOS Now will be deploying monthly eTOCs to its 26,000+ membership alerting readers of the upcoming issue.
Reach: 26,000+ AAOS members
Open Rate: 30%, CTR 0.6%
Rates: $2,000 50% SOV
$4,000 100% SOV

AD SIZES:
2 - 300x250

HEADLINE NEWS NOW eNEWSLETTERS

Headline News Now provides the latest updates in orthopaedics and healthcare. The thrice-weekly e-newsletter includes a brief overview of breaking news and medical announcements with links to more detailed information, keeping orthopaedists current on the latest in this field.

REACH: 26,000+ AAOS Members
OPEN RATE: 34%

ADVERTISING OPPORTUNITIES
Top (728x90) - $1,000 per send
Middle (728x90) - $900 per send
Bottom (728x90) - $800 per send