

ADVERTISING OPPORTUNITIES WITH AMERICAN JOURNAL OF SPORTS MEDICINE

Official Publication of the American Orthopaedic Society for Sports Medicine

All Advertising subject to AOSSM approval.



2014 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED:

B&W	1x	3x	6x	12x	24x	36x	48x
1 page	\$1,905	\$1,870	\$1,775	\$1,685	\$1,515	\$1,485	\$1,415
½ page	\$1,525	\$1,495	\$1,440	\$1,380	\$1,315	\$1,295	\$1,280
¼ page	\$915	\$895	\$850	n/a	n/a	n/a	n/a

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate.

Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

COLOR RATES: 4-Color charge (in addition to B&W rate above)..... \$1,670

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are Net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

INSERTS AND OTHER HIGH-IMPACT OPPORTUNITIES

INSERTS (BOUND) — RATES FOR

FURNISHED INSERTS:

- 2 page insert – 3 times the earned B&W rate
- 4 page insert – 5 times the earned B&W rate
- 6 page insert – 6 times the earned B&W rate
- 8 page insert – 8 times the earned B&W rate
- Business reply cards – earned B&W rate

HIGH-IMPACT PRINT ADVERTISING:

- **Cover Tips** – An exclusive way to place your message front and center with each journal reader.

Your ad would attach to the front of the journal with removable glue. The reader would therefore not have to remove your ad to open the journal.

- **Belly Bands** – Another exclusive visibility option. Your ad would wrap around the entire journal.

- **Outserts** – Include your product brochure in the polybag of each mailed issue and get it right into the hands of the readers

Please contact your representative for pricing and details on any of these options. Samples must be provided.

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

Inside Front Cover	Earned B&W rate + 35%
Inside Back Cover.....	Earned B&W rate + 25%
Back Cover.....	Earned B&W rate + 50%

Facing Table of Contents	Earned B&W rate + 30%
Facing First Text Page.....	Earned B&W rate + 25%
Other specified positions.....	Earned B&W rate + 15%

OTHER MARKETING OPPORTUNITIES

ARTICLE REPRINTS, E-PRINTS,

TRANSLATED REPRINTS

Reprints of articles discussing specific products, therapies, or topics related to your company serve as excellent marketing support materials for conference handouts, collateral sales materials, and direct mail pieces.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via e-mail.

SAGE can also arrange for translation of reprints into the local language of your target audience.

SUPPLEMENTS

Peer-reviewed journal supplements provide you with a credible, objective means to publish themed articles on topics related to your company's business.

Supplements mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

All supplement topics need to be preapproved by the editor, and all articles must undergo peer review.

TRANSLATED REGIONAL EDITIONS

Partner with us to produce regional editions based on select journal articles translated to the local language in the geographic region of your choice.

SPONSORED SUBSCRIPTIONS

Target the mailing list of your choice by sponsoring subscriptions to the journal.

2014 DEADLINES

January

Space reservation due:	11/27/2013
Materials due:	12/3/2013
Inserts due:	12/10/2013

February

Space reservation due:	12/27/2013
Materials due:	1/2/2014
Inserts due:	1/9/2014

March

Space reservation due:	1/17/2014
Materials due:	1/22/2014
Inserts due:	1/29/2014

April

Space reservation due:	3/3/2014
Materials due:	3/10/2014
Inserts due:	3/17/2014

May

Space reservation due:	4/3/2014
Materials due:	4/8/2014
Inserts due:	4/15/2014

June

Space reservation due:	5/2/2014
Materials due:	5/7/2014
Inserts due:	5/14/2014

July

Space reservation due:	6/1/2014
Materials due:	6/6/2014
Inserts due:	6/13/2014

August

Space reservation due:	7/3/2014
Materials due:	7/9/2014
Inserts due:	7/16/2014

September

Space reservation due:	8/4/2014
Materials due:	8/8/2014
Inserts due:	8/15/2014

October

Space reservation due:	9/3/2014
Materials due:	9/8/2014
Inserts due:	9/15/2014

November

Space reservation due:	10/3/2014
Materials due:	10/9/2014
Inserts due:	10/16/2014

December

Space reservation due:	10/31/2014
Materials due:	11/5/2014
Inserts due:	11/12/2014

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DIGITAL OFFERINGS

JOURNAL WEBSITE: <http://ajsm.sagepub.com>

ONLINE ADVERTISING RATES

- Leaderboard (728 x 90).....\$75 CPM
- Half Skyscraper (160 x 240).....\$55 CPM

Minimum buy: 30,000 impressions per month per banner

- Exclusive visibility may be available in any of the locations. Please contact your representative.
- Please note that some locations may not be available for all sites.
- Banner advertising may be available across multiple publications. Please contact your representative.
- Geo-targeting is available. Please contact us if you would like your ad to run in specific countries/regions.

BANNER AD SPECIFICATIONS

- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size on banners: 100K
- All artwork is subject to review/acceptance by publisher prior to placement.
- Third party ad tags accepted.

E-MAIL MARKETING

ELECTRONIC TABLE OF CONTENTS (E-TOC) ALERT SPONSORSHIPS

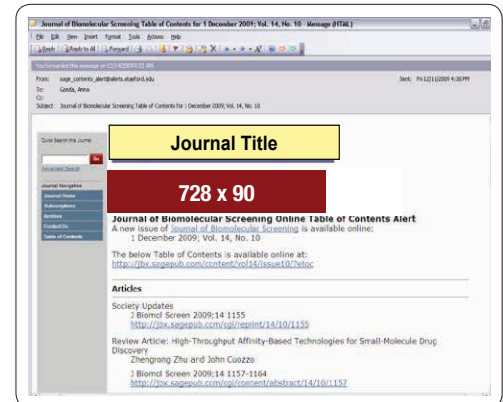
Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society approval.

Type of Ad	Specs	1x	3x	6x	12x
Banner Ad	728 x 90	\$1,250	\$1,150	\$1,000	\$850

Advertisers are also required to provide 40 words of text, which will appear in the event the e-TOC subscriber has elected to receive the e-TOC as text only.

BANNER AD SPECIFICATIONS FOR E-TOC

- Acceptable File Formats: GIF, JPG, PNG
- Maximum size on banners: 40K
- All artwork is subject to review/acceptance by publisher prior to placement.



MOBILE APP MARKETING OPPORTUNITIES

AOSSM'S AJSM APP - PRICING AND AD SPECIFICATIONS AVAILABLE UPON REQUEST!

Advertising is available for every issue of the AJSM App. Please contact your representative for pricing and details on any of the options with the AJSM App. Subject to Society approval.

Type of Ad Units	Description
App Banner	Banner ad appearing at the top of the issue thumbs view in the cover gallery
Interstitial Page	Ad that appears when a user clicks directly from the TOC to a page within the content – placement is random and price is for up to 10 articles
Special Insert Page	Special PDF page that can be located anywhere within the main publication page per editorial approval
Video Enhancement	Print advertisers can enhance print ad with video
Audio Enhancement	Print advertisers can enhance print ad with audio



Contact your AOSSM Representatives, Nicole Louderback (nicole.louderback@sagepub.com) and Cameron Shannon (cameron.shannon@sagepub.com), to learn how to deliver your product and services directly into the hands of this select audience!

"The American Orthopaedic Society for Sports Medicine (AOSSM) has done an excellent job producing another of its reputable journals onto a mobile platform."

—TopOrthoApps 2013 Review

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GENERAL INFORMATION

FREQUENCY: Monthly

PRINT CIRCULATION: 5,210 Paid

PUBLISHER:

SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320 USA.
Phone: (805) 499-0721, Fax: (805) 410-7009

EDITOR-IN-CHIEF: Bruce Reider, MD

SOCIETY AFFILIATION: The American Orthopaedic Society for Sports Medicine (AOSSM)

DESCRIPTION OF JOURNAL:

The *American Journal of Sports Medicine*, founded in 1972, is the official publication of the American Orthopaedic Society for Sports Medicine (AOSSM). It contains original articles that have undergone peer review. AOSSM is a national organization of orthopaedic surgeons specializing in sports medicine, including national and international sports medicine leaders. The AOSSM works closely with many other sports medicine specialists and clinicians, including family physicians, emergency physicians, pediatricians, athletic trainers and physical therapists, to improve the identification, prevention, treatment and rehabilitation of sports injuries.

The journal is indexed in *Current Contents*, *Index Medicus*, *Cumulative Index to Nursing and Allied Health Literature*, and *EMBASE/Excerpta Medica*.

EXHIBITING AT ANNUAL CONFERENCE:

If you are interested in exhibiting at the AOSSM annual conference, please contact:

The American Orthopaedic Society for Sports Medicine
Pat Kovach
6300 N. River Rd., Suite 500
Rosemont, IL 60018 USA
Phone: (847) 292-4900
Fax: (847) 292-4905
E-mail: pat@aossm.org
Web site: <http://www.sportsmed.org>

IMPACT FACTOR: 4.439 | 5-Year Impact Factor: 4.937

RANKING: 1/63 in Orthopedics | 5/84 in Sport Sciences



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SPECIAL ISSUES AND BONUS DISTRIBUTION CALENDAR – 2014

ISSUE	CONFERENCE DISTRIBUTION	DATES - 2014	LOCATION	VALUE-ADDED MARKETING
February	Am Academy of Orthopaedic Surgeons (AAOS)/Sports Medicine Specialty Day	March 11-15	New Orleans, LA	Free Counter Cards to advertisers (1/2 page and larger)
April	Arthroscopy Assn of North America (AANA)	May 1-3	Hollywood, FL	Free Counter Cards to advertisers (1/2 page and larger)
June	Nat'l Athletic Trainers Assn (NATA)	June 25-28	Indianapolis, IN	
June	Am Orthopaedic Society for Sports Medicine (AOSSM)	July 10-13	Seattle, WA	Free Counter Cards to advertisers (1/2 page and larger)
July	AOSSM and AAOS Review Course for Subspecialty Certification	August 8-10	Chicago, IL	
August	Am Orthopaedic Foot & Ankle Society (AOFAS)	September 21-23	Chicago, IL	Free Ad Perception Reader Survey for all 1/2 page and larger advertisers
October	AANA Fall Conference	November 6-8	Palm Desert, CA	

ARTWORK SPECIFICATIONS

Trim Size: 8 1/8" w x 10 7/8" h

	Non-Bleed	Bleed
Full page:	7" w x 10" h	8 3/8" w x 11 1/8" h
1/2 page horizontal:	7" w x 4 7/8" h	
1/2 page vertical:	3 3/8" w x 10" h	
1/4 page vertical:	3 3/8" w x 4 7/8" h	

Live matter: 1/4" from trim

Linescreen: 133-150

REQUIREMENTS FOR ELECTRONIC DELIVERY:

General Instructions:

A High-Resolution Press-Ready PDF is required for all electronic ad submissions. All fonts must be embedded. Minimum required image resolution is **300 dpi** for color or grayscale images and **900-1200 dpi** for line art (1-bit) images. All color files must be created and submitted to publisher in **CMYK** color mode. Publisher will convert ads submitted in RGB but is not responsible for color reproduction on these ads. 2-color ads (standard) must be provided as black plus 100% cyan, magenta, or yellow.

Image Size/Crop:

Digital art files should be cropped to remove non-printing borders. Art should be created or scaled to the size intended for print. Image orientation should be the same as intended for print. For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides.

Proof Instructions:

- **Color Ads:** An identifiable **SWOP-certified proof** (Specifications Web Offset Publications—www.swop.org) must be supplied with the final digital file. If

a SWOP-certified proof is not supplied, then the publisher cannot guarantee correct reproduction of color. Any omissions or color deviation from a submitted proof, other than a SWOP-compliant proof, will not warrant compensation to the advertiser.

- **B&W Ads:** A hard-copy proof the same size as the digital art must be supplied with the final digital file.

File Submission Instructions:

Please supply files on one of the following media: CD-ROM or e-mail. Please include a SWOP-certified proof with your digital submission. If e-mailing artwork, then send the proof in a separate package in the mail.

BIND-IN CARDS AND INSERTS:

All bind-in cards and inserts are jogged to the head. All bind-in cards and inserts must have 1/8" trim beyond the crop mark area of the Head, Foot, Gutter, and Face of the advertisement. Perforations must be 3/8" from gutter.

All live copy should be no closer than 1/4" from the trim.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS:

Final size of all BRCs must be 5" x 7".

Minimum paper weight is 7 pt.

Recommended stock is 75# hibulk. It meets the requirements set forth by the USPS for reply cards.

Publisher is not responsible for any errors in reproduction if artwork is not provided according to the above specifications.

CONTACT INFORMATION

FOR DISPLAY AND CLASSIFIED ADVERTISING:

Cameron Shannon
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7313
Fax: (805) 375-5282
E-mail: cameron.shannon@sagepub.com

FOR ARTWORK DELIVERY:

Kirsten Beaulieu
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7160
Fax: (805) 410-7009
E-mail: advertising@sagepub.com

PRE-PRINTED INSERTS:

(list journal name, issue # and quantity on boxes/skid)
Ship To:
Tina Pringle/Pam Hays
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 643-2220

FOR REPRINT AND SUPPLEMENT SALES:

Barbara Eisenberg
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com