

ADVERTISING OPPORTUNITIES WITH FOOT & ANKLE INTERNATIONAL

Official Journal of American Orthopaedic Foot & Ankle Society

All Advertising subject to AOFAS approval.



AMERICAN ORTHOPAEDIC
FOOT & ANKLE SOCIETY
RECONSTRUCTION • SPORTS MEDICINE • TRAUMA • TECHNOLOGY

2014 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED:

B&W	1x	3x	6x	12x	24x
1 page	\$1,385	\$1,360	\$1,290	\$1,225	\$1,105
½ page	\$1,110	\$1,085	\$1,035	\$980	\$885
¼ page	\$665	\$655	\$620	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)..... \$1,400

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 email.

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.

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: 12/2/2013
Inserts due: 12/9/2013

February

Space reservation due: 12/27/2013
Materials due: 1/1/2014
Inserts due: 1/8/2014

March

Space reservation due: 1/31/2014
Materials due: 2/5/2014
Inserts due: 2/12/2014

April

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

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: 6/2/2014
Materials due: 6/7/2014
Inserts due: 6/14/2014

August

Space reservation due: 7/3/2014
Materials due: 7/8/2014
Inserts due: 7/15/2014

September

Space reservation due: 8/4/2014
Materials due: 8/9/2014
Inserts due: 8/16/2014

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: 10/8/2014
Inserts due: 10/15/2014

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://fai.sagepub.com>

ONLINE ADVERTISING RATES

- Leaderboard (728 x 90).....\$75 CPM
- Skyscraper (160 x 600).....\$75 CPM

Minimum buy: 10,000 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

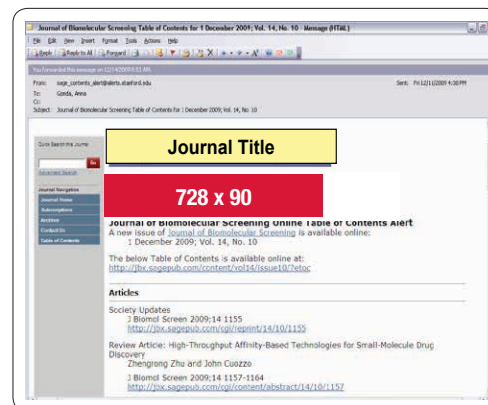
Single sponsorships are available for every issue of the e-TOC alert, which is delivered to all registrants prior to each print issue mailing. Subject to Society approval.

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.



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GENERAL INFORMATION

FREQUENCY: Monthly

PRINT CIRCULATION: 3,200 Paid

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

SOCIETY AFFILIATION: American Orthopaedic Foot & Ankle Society (AOFAS)

ABOUT THE AOFAS:

The American Orthopaedic Foot & Ankle Society (AOFAS), founded in 1969, is a medical specialty society comprised of more than 2,000 American and International Orthopaedic Surgeons (MD/DO) specializing in the surgical and medical care of the foot and ankle.

- The organizational priorities are Education and Research.
- The Focus: **Reconstruction — Sports Medicine — Trauma — Technology**

ORTHOPAEDIC TRAINING:

Members of the AOFAS have completed four years of medical school and five years of accredited graduate education (residency training) in orthopaedic surgery. Most members have completed an additional year of advanced fellowship training in the care of the foot and ankle. AOFAS Members in the United States hold membership in the American Academy of Orthopaedic Surgeons. Active Members are certified by the American Board of Orthopaedic Surgery and Associate Members — Osteopathic are certified by the American Osteopathic Board of Orthopedic Surgery.

ABOUT THE JOURNAL:

Foot & Ankle International (FAI) is a monthly medical journal that emphasizes surgical and medical management, as well as basic clinical research related to foot and ankle problems.

READERSHIP PROFILE:

In circulation since 1980, FAI reaches more than 3,200 highly-trained orthopaedic foot and ankle specialists and allied health care providers.

2012 IMPACT FACTOR: 1.474

EXHIBITING AT ANNUAL MEETING:

If you are interested in exhibiting at the AOFAS annual meeting, please contact:

The American Orthopaedic Foot & Ankle Society
Debbie Whalen
Meetings & Exhibits Manager
E-mail: dwhalen@aofas.org
Direct line: (847) 384-4384



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SPECIAL ISSUES AND BONUS DISTRIBUTION CALENDAR – 2014

ISSUE	CONFERENCE DISTRIBUTION	DATES - 2014	LOCATION	VALUE-ADDED MARKETING
Feb	Am Academy of Orthopaedic Surgeons (AAOS) and Am Orthopaedic Foot & Ankle Society (AOFAS) Specialty Day	March 11-15	New Orleans, LA	Free Counter Cards to advertisers (1/2 page and larger)
Apr	16th ESSKA Congress	May 14-17	Amsterdam, The Netherlands	
Jul				Free Ad Perception Reader Survey for all 1/2 page and larger advertisers
Sep	International Federation of Foot & Ankle Societies and Am Orthopaedic Foot & Ankle Society (IFFAS/AOFAS)	September 19-23	Chicago, IL	Free Counter Cards to advertisers (1/2 page and larger)

ARTWORK SPECIFICATIONS

Trim Size: 8 3/8" w x 10 7/8" h

	Non-Bleed	Bleed
Full page:	7" w x 10" h	8 5/8" w x 11 1/8" h
½ page horizontal:	7" w x 4 7/8" h	
½ page vertical:	3 3/8" w x 10" h	
¼ page vertical:	3 3/8" w x 4 7/8" h	

Live matter: ¼" 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 ¼" 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 4 1/4" x 6".

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:

Amanda Mihalsky
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7345
Fax: (805) 375-5282
E-mail: amanda.mihalsky@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: advertizing@sagepub.com

PRE-PRINTED INSERTS:

(list journal name, issue # and quantity on boxes/skid)
Ship To:
Mary Heiliger
CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: (800) 635-7181 ext. 8145

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