

# AAOS Now

The official news publication of the American Academy of Orthopaedic Surgeons

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

	<b>Non-Bleed Width x Height</b>	<b>Bleed Width x Height</b>
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](mailto: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:**

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**c. Inserts:**

Walsworth Print Group

Attn: Receiving-cust furnished inserts

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St. Joseph, MI 49085

Tel: 269-983-9130