Editor: Mats Brittberg, MD, PhD

_Cartilage_ aims to bridge a gap in the literature by focusing on both clinical and basic science perspectives of the diverse disciplines (e.g., developmental biology, biomechanics, imaging, matrix biology, tissue regeneration) in cartilage research and repair (including joint protection and rehabilitation). The journal is a forum for the exchange of ideas for the variety of researchers and clinicians involved in cartilage biology and repair investigations and applications. _Cartilage_ publishes articles on cartilage biology including repair, development, function, and transplantation. The journal publishes full-length original manuscripts on all aspects of cartilage, including, but not limited to articular, meniscus, tracheal/bronchial, auricular, nasal, rib, and growth plate. Articles on clinical, laboratory, and therapeutic research are published as well as review articles, editorials, and letters.

The International Cartilage Regeneration & Joint Preservation Society (ICRS) is dedicated to the promotion, encouragement, and distribution of fundamental and applied research of cartilage in order to permit a better knowledge of function and dysfunction of articular cartilage and its repair.

### Journal Information

**Print**

- Circulation: 895
- Frequency: Quarterly

**Online**

- [http://journals.sagepub.com/home/cara](http://journals.sagepub.com/home/cara)

### Advertising Rates & Information

#### Closing dates for print advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservations</th>
<th>Materials closing</th>
<th>Inserts due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>15-Nov-19</td>
<td>22-Nov-19</td>
<td>03-Dec-19</td>
</tr>
<tr>
<td>April</td>
<td>18-Feb-20</td>
<td>25-Feb-20</td>
<td>05-Mar-20</td>
</tr>
<tr>
<td>July</td>
<td>19-May-20</td>
<td>26-May-20</td>
<td>04-Jun-20</td>
</tr>
<tr>
<td>October</td>
<td>18-Aug-20</td>
<td>25-Aug-20</td>
<td>03-Sep-20</td>
</tr>
</tbody>
</table>

#### Print advertising rates

**Black and white rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,679</td>
<td>$1,643</td>
<td>$1,432</td>
<td>$1,360</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,365</td>
<td>$1,340</td>
<td>$1,165</td>
<td>$1,105</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$820</td>
<td>$805</td>
<td>$700</td>
<td>$665</td>
</tr>
</tbody>
</table>

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:** Full page 4-Color charge (in addition to B&W rate above) .................. $1,115

**AGENCY COMMISSION:** 15%

**COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)**

- Inside Front Cover .............. Earned B&W rate + 35%
- Inside Back Cover ............... Earned B&W rate + 35%
- 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 Promotional Opportunities

- Belly band
- Cover tip
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special Sections
- Custom Publications

### Event sponsorship:

The Biological Alliance (ICRS, AAOS, AOSSM, AANA) - February 5-7, 2020, Carlsbad, CA
**Policy and Guidelines**

Trim size: 8.375 x 10.875
Binding: perfect bind

All advertising is subject to ICRS approval. Ad dimensions are listed in inches. All live copy should be no closer than ¼” from the trim.

<table>
<thead>
<tr>
<th></th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7.875 x 10.375</td>
<td>8.625 x 11.125</td>
</tr>
<tr>
<td>½ page vertical</td>
<td>3.675 x 10.375</td>
<td></td>
</tr>
<tr>
<td>½ page horizontal</td>
<td>7.875 x 5</td>
<td></td>
</tr>
<tr>
<td>¼ page vertical</td>
<td>3.675 x 5</td>
<td></td>
</tr>
</tbody>
</table>

**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. If e-mailing artwork, then send the proof in a separate package in the mail.

**DIGITAL ADVERTISING DISCLAIMER:**

Advertising materials must be submitted in a file format acceptable to SAGE. All advertising materials will be subject to SAGE’s approval prior to printing. Any digital advertising orders for which acceptable production-ready advertising materials are not received by SAGE within eight (8) days after the flight date, the order will be subject to cancellation, and in such event Advertiser will be responsible for the full payment amount of the order.

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

**Contact Details**

**FOR DISPLAY AND CLASSIFIED ADVERTISING**
Kristi Kenning  
SAGE Publications  
Phone: (805) 410-7639  
Fax: (805) 375-5282  
E-mail: kristi.kenning@sagepub.com

**FOR ARTWORK DELIVERY**
SAGE Publications  
2455 Teller Road  
Thousand Oaks, CA 91320 USA  
E-mail: advertising@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

**Website Banner Advertising:**
Interact with your audience online with a banner ad placed on a journal’s website.
- **A:** 728x90 Leaderboard (pictured) top of page ad position for immediate exposure
- **B:** 300x250 Banner Ad (pictured) middle right of page to engage the most invested users
- **C:** Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper
  Lower middle, right of page

**High Impact Banner Solutions:**
Enhance your digital advertising with these rich media options
- Video, Scrolling, and Expandable Options
- Interstitial Banner Ad
- Sticky Banner

**Other Digital Solutions:**
- **Email Marketing:** eTocs and OnlineFirst Alert Sponsorships
- **Webinars:** a custom digital event package that includes promotion and event hosting
- **Microsites:** custom package to host your content and SAGE content in one place
- **Sponsored Digital Editions:** options include single article, full issue, or custom article compilations

See our Digital Advertising Ratecard or visit https://us.sagepub.com/en-us/nam/sage-digital-advertising for more information.

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