Society Affiliation: American Association for Hand Surgery (AAHS)

Readership profile: HAND is read by 1,400 AAHS members, including hand surgeons, orthopedic surgeons, plastic surgeons, general surgeons, microsurgeons, hand therapists, nurses, and researchers specializing in hand, wrist, peripheral nerve and upper extremity surgery and care.

Editor: Michael W. Neumeister, MD, FRCSC, FACS

HAND is the official journal of the American Association for Hand Surgery. The purpose of HAND is to provide an international peer-reviewed journal that combines multidisciplinary expertise from surgical, medical, hand therapy, and other health care professional specialties to advance the quality of care and health of patients with hand and upper extremity pathologies.

Since its founding in 1970, AAHS has brought together experts across disciplines to promote education, research, volunteerism, patient care, and innovation for advancement in the care of the hand. The Hand Association maintains a diverse membership comprised of hand surgeons, therapists, physician assistants, nurse practitioners, and researchers. Inclusion of all specialties and providers of hand care is a hallmark of the AAHS’s mission and values, and has made the Hand Association a successful, welcoming community for hand professionals for a half century.

### Journal Information

**Print**

- **Circulation:** 1,380
- **Frequency:** 6 times per year

**Online**

- [journals.sagepub.com/home/han](journals.sagepub.com/home/han)

### 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>26-Nov-19</td>
<td>03-Dec-19</td>
<td>12-Dec-19</td>
</tr>
<tr>
<td>March</td>
<td>22-Jan-20</td>
<td>29-Jan-20</td>
<td>07-Feb-20</td>
</tr>
<tr>
<td>May</td>
<td>26-Mar-20</td>
<td>02-Apr-20</td>
<td>13-Apr-20</td>
</tr>
<tr>
<td>July</td>
<td>28-May-20</td>
<td>04-Jun-20</td>
<td>15-Jun-20</td>
</tr>
<tr>
<td>September</td>
<td>23-Jul-20</td>
<td>30-Jul-20</td>
<td>10-Aug-20</td>
</tr>
<tr>
<td>November</td>
<td>24-Sep-20</td>
<td>01-Oct-20</td>
<td>12-Oct-20</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>Earned BW rate + 35%</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>Earned BW rate + 25%</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Earned BW rate + 50%</td>
</tr>
<tr>
<td>Facing Table of Contents</td>
<td>Earned BW rate + 30%</td>
</tr>
<tr>
<td>Facing First Text Page</td>
<td>Earned BW rate + 25%</td>
</tr>
<tr>
<td>Other Specified Positions</td>
<td>Earned BW rate + 15%</td>
</tr>
</tbody>
</table>

**Print advertising rates**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,839</td>
<td>$1,658</td>
<td>$1,488</td>
<td>$1,416</td>
<td>$1,277</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,473</td>
<td>$1,442</td>
<td>$1,257</td>
<td>$1,195</td>
<td>$1,076</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$886</td>
<td>$865</td>
<td>$752</td>
<td>$716</td>
<td>$644</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) $1,000

**AGENCY COMMISSION:** 15%

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

### Other Promotional Opportunities

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

**Event opportunities:**

- **AAOS Annual Meeting, March 24-28, 2020, Orlando, FL**
- **AAHS Annual Meeting, January 08-11, 2020, Ft. Lauderdale, FL**
- **ASSH Annual Meeting, October 01-03, 2020 San Antonio, TX**
Digital Advertising

**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


**Policy and Guidelines**

**Trim size:** 8.375 x 10.875

**Binding:** Perfect Bind

All advertising is subject to AAHS approval.

Ad dimensions are listed in inches.

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

<table>
<thead>
<tr>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7.875 x 10.375</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3.675 x 10.375</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7.875 x 5</td>
</tr>
<tr>
<td>1/4 page vertical</td>
<td>3.675 x 5</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.

**Hands Inserts**

**Tipped-in 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.

**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.

**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: (800) 410-7763
Fax: (805) 410-7009
E-mail: reprint@sagepub.com