Advertising Rates And Specifications - 2020

Society Affiliation: American Orthopaedic Society for Sports Medicine (AOSSM)

Readership profile: The American Journal of Sports Medicine is read by individual subscribers and members of AOSSM, which includes sports medicine specialists, clinicians, family physicians, emergency physicians, pediatricians, athletic trainers, and physical therapists, among others.

Editor: Bruce Reider, MD

The American Journal of Sports Medicine (AJSM), 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. It strives 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, Thompson-Reuters Web of Science, and EMBASE/Excerpta Medica.

Journal Information

Impact factor: 6.093

Ranking: Orthopedics 1 out of 77, Sport Sciences 4 out of 81

Print

Circulation: 6,000

Frequency: This journal is published 14 times per year

Online

http://journals.sagepub.com/home/ajs

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>14-Nov-19</td>
<td>21-Nov-19</td>
<td>02-Dec-19</td>
</tr>
<tr>
<td>February</td>
<td>03-Jan-20</td>
<td>13-Jan-20</td>
<td>22-Jan-20</td>
</tr>
<tr>
<td>March A</td>
<td>23-Jan-20</td>
<td>30-Jan-20</td>
<td>11-Feb-20</td>
</tr>
<tr>
<td>March B</td>
<td>05-Feb-20</td>
<td>13-Feb-20</td>
<td>24-Feb-20</td>
</tr>
<tr>
<td>April</td>
<td>03-Mar-20</td>
<td>10-Mar-20</td>
<td>20-Mar-20</td>
</tr>
<tr>
<td>May</td>
<td>01-Apr-20</td>
<td>08-Apr-20</td>
<td>20-Apr-20</td>
</tr>
<tr>
<td>June</td>
<td>04-May-20</td>
<td>12-May-20</td>
<td>21-May-20</td>
</tr>
<tr>
<td>July A</td>
<td>26-May-20</td>
<td>02-Jun-20</td>
<td>12-Jun-20</td>
</tr>
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<td>July B</td>
<td>10-Jun-20</td>
<td>18-Jun-20</td>
<td>29-Jun-20</td>
</tr>
<tr>
<td>August</td>
<td>06-Jul-20</td>
<td>14-Jul-20</td>
<td>23-Jul-20</td>
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<td>September</td>
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<td>October</td>
<td>02-Sept-20</td>
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<td>November</td>
<td>05-Oct-20</td>
<td>13-Oct-20</td>
<td>22-Oct-20</td>
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<td>December</td>
<td>28-Oct-20</td>
<td>04-Nov-20</td>
<td>16-Nov-20</td>
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Print advertising rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36Xx</th>
<th>48x</th>
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<tbody>
<tr>
<td>1 page</td>
<td>$2,960</td>
<td>$2,853</td>
<td>$2,482</td>
<td>$2,359</td>
<td>$2,122</td>
<td>$2,081</td>
<td>$1,978</td>
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<tr>
<td>½ page</td>
<td>$2,370</td>
<td>$2,320</td>
<td>$2,020</td>
<td>$1,920</td>
<td>$1,725</td>
<td>$1,690</td>
<td>$1,520</td>
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<tr>
<td>¼ page</td>
<td>$1,420</td>
<td>$1,390</td>
<td>$1,210</td>
<td>$1,150</td>
<td>$1,035</td>
<td>$1,130</td>
<td>$1,015</td>
</tr>
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</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) $1,670

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 + 25% |
| Facing Table of Contents    | Earned B&W rate + 30% |
| Facing First Text Page      | Earned B&W rate + 25% |
| Back Cover                  | Earned B&W rate + 50% |
| 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

Events:
- APTA CSM, February 12-15, 2020, Denver, CO
- AAOS Annual Meeting, March 24-29, 2020, Orlando, FL
- AMSSM Annual Meeting, April 24-29, 2020, Atlanta, GA
- American College of Sports Medicine Annual Meeting, April 26-30, 2020, San Francisco, California
- AANA Annual Meeting, April 30-May 02, 2020, Dallas, TX
- ESSKA Congress, May 06-09, 2020, Milan, Italy
- NATA, June 17-20, 2020, Atlanta, GA

- AOSSM, July 09-12, 2020, Seattle, WA
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

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

Policy and Guidelines

Trim size: 8.125 x 10.875
Binding: Perfect Bind
All advertising is subject to AOSSM approval.
Ad dimensions are listed in inches.
All live copy should be no closer than ¼” from the trim.

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.

AJSM 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 will be subject to cancellation, and in such event, the 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.