ADVERTISING OPPORTUNITIES WITH
AMERICAN JOURNAL OF SPORTS MEDICINE
Official Publication of the American Orthopaedic Society for Sports Medicine
All Advertising subject to AOSSM approval.

2017 PRINT ADVERTISING RATES

DISPLAY AND CLASSIFIED:

B&W

1x  
3x  
6x  
12x  
24x  
36x  
48x  
1 page  $2,550  $2,495  $2,175  $2,065  $1,860  $1,820  $1,730  
½ page  $2,040  $2,000  $1,740  $1,650  $1,485  $1,455  $1,310  
¼ page  $1,225  $1,200  $1,045  $990  $895  $875  $790  

COLOR RATES: 4-Color charge (in addition to B&W rate above) .......................................................... $1,670

AGENCY COMMISSION: 15%

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

2017 DEADLINES

January
Space reservation due: 11/16/2016
Inserts due: 12/6/2016

February
Space reservation due: 1/3/2017
Materials due: 1/10/2017
Inserts due: 1/20/2017

March
Space reservation due: 1/27/2017
Materials due: 2/3/2017
Inserts due: 2/14/2017

March II
Space reservation due: 2/10/2017
Materials due: 2/17/2017
Inserts due: 2/18/2017

April
Space reservation due: 3/2/2017
Materials due: 3/9/2017
Inserts due: 3/20/2017

May
Space reservation due: 4/2/2017
Materials due: 4/10/2017
Inserts due: 4/19/2017

June
Space reservation due: 5/2/2017
Materials due: 5/9/2017
Inserts due: 5/18/2017

July
Space reservation due: 6/1/2017
Materials due: 6/8/2017
Inserts due: 6/19/2017

July II
Space reservation due: 6/15/2017
Materials due: 6/22/2017
Inserts due: 7/3/2017

August
Space reservation due: 7/5/2017
Materials due: 7/12/2017
Inserts due: 7/21/2017

September
Space reservation due: 8/3/2017
Materials due: 8/10/2017
Inserts due: 8/21/2017

October
Space reservation due: 9/1/2017
Materials due: 9/11/2017
Inserts due: 9/20/2017

November
Space reservation due: 10/4/2017
Materials due: 10/11/2017
Inserts due: 10/20/2017

December
Space reservation due: 10/30/2017
Materials due: 11/6/2017
Inserts due: 11/15/2017

HIGH-IMPACT PRINT OPPORTUNITIES

Inserts: Bound inserts, loose inserts, gatefolds, tip-ins, and die cuts are available.

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. A sample must be submitted to the publisher for approval.

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 e-mail.

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.

Transcripts mail with the regular issues of the journal to the entire readership and are also posted online. You may include a Continuing Education component to enhance value.

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.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via e-mail.

SAGE can also arrange for translation of reprints into the local language of your target audience.

SPONSORED SUBSCRIPTIONS
Target the mailing list of your choice by sponsoring subscriptions to the journal.

SAGE can also provide e-prints of articles to post to your website, intranet, or to distribute via e-mail.

SAGE can also arrange for translation of reprints into the local language of your target audience.
# GENERAL INFORMATION

**FREQUENCY:** 14 Issues/Year  
**PRINT CIRCULATION:** 5,140 Paid  
**PUBLISHER**  
SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320 USA.  
Phone: (805) 499-0721, Fax: (805) 410-7009  
**EDITOR-IN-CHIEF:** Bruce Reider, MD  
**SOCIETY AFFILIATION:** The American Orthopaedic Society for Sports Medicine (AOSSM)  
**DESCRIPTION OF JOURNAL**  
The *American Journal of Sports Medicine*, 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. The AOSSM works closely with many other sports medicine specialists and clinicians, including family physicians, emergency physicians, pediatricians, athletic trainers, and physical therapists, 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.  
**EXHIBITING AT ANNUAL CONFERENCE**  
If you are interested in exhibiting at the AOSSM annual conference, please contact:  
The American Orthopaedic Society for Sports Medicine  
Pat Kovach  
9400 W. Higgins Rd., Suite 300  
Rosemont, IL 60018 USA  
Phone: (847) 292-4900  
Fax: (847) 292-4905  
E-mail: pat@aossm.org  
Web site: http://www.sportsmed.org  
**IMPACT FACTOR:** 4.517 | 5-Year Impact Factor: 5.501  
**RANKING:** Orthopedics 3 out of 74 | Sport Sciences 3 out of 82  
**5-YEAR RANKING:** Orthopedics 1 out of 74 | Sport Sciences 5 out of 82
# 2017 SPECIAL EVENTS AND OPPORTUNITIES

<table>
<thead>
<tr>
<th>EVENT AND OPPORTUNITY</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>APTA/CSM 2016, February 15-18, San Antonio, TX</td>
<td>Contact your SAGE representative for details</td>
</tr>
<tr>
<td>AAOS Sports Medicine and Specialty Day, March 14-18, San Diego, CA</td>
<td>Contact your SAGE representative for details</td>
</tr>
<tr>
<td>AANA Annual Meeting, May 18-20, Denver, CO</td>
<td>Contact your SAGE representative for details</td>
</tr>
<tr>
<td>ISAKOS Congress, June 4-8, Shanghai, China</td>
<td>Contact your SAGE representative for details</td>
</tr>
<tr>
<td>NATA, June 26-29, Houston, TX</td>
<td>Contact your SAGE representative for details</td>
</tr>
<tr>
<td>AOSSM, July 20-23, Toronto Ontario, Canada</td>
<td>Contact your SAGE representative for details</td>
</tr>
<tr>
<td>AOSSM Annual Meeting, July 12-15, Seattle, WA</td>
<td>Contact your SAGE representative for details</td>
</tr>
<tr>
<td>AOSSM and AAOS Review Course for Subspecialty Certification, August 11-13, Chicago, IL</td>
<td>Contact your SAGE representative for details</td>
</tr>
<tr>
<td>AMSSM 26th Annual Meeting, May 8 - May 13, San Diego, CA</td>
<td>Contact your SAGE representative for details</td>
</tr>
</tbody>
</table>

**FREE AD PERCEPTION READER SURVEY** for all August issue advertisers 1/2 page and larger

## ARTWORK SPECIFICATIONS

**Trim Size:** 8 1/8” w x 10 7/8” h

<table>
<thead>
<tr>
<th></th>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>7” w x 10” h</td>
<td>8 3/8” w x 11 1/8” h</td>
</tr>
<tr>
<td>½ page horizontal</td>
<td>7” w x 4 7/8” h</td>
<td></td>
</tr>
<tr>
<td>½ page vertical</td>
<td>3 3/8” w x 10” h</td>
<td></td>
</tr>
<tr>
<td>¼ page vertical</td>
<td>3 3/8” w x 4 7/8” h</td>
<td></td>
</tr>
</tbody>
</table>

*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.

**POSTAL REQUIREMENTS OF BUSINESS REPPLY CARDS:**

Final size of all BRCs must be 5” x 7”. 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.**

### 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.