ADVERTISING OPPORTUNITIES WITH CARTILAGE
Official Publication of the International Cartilage Repair Society
All Advertising subject to ICRS approval.

2017 PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>DISPLAY AND CLASSIFIED</th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W</td>
<td>$1,460</td>
<td>$1,430</td>
<td>$1,245</td>
<td>$1,180</td>
</tr>
<tr>
<td>1 page</td>
<td>$1,165</td>
<td>$1,145</td>
<td>$995</td>
<td>$945</td>
</tr>
<tr>
<td>½ page</td>
<td>$700</td>
<td>$685</td>
<td>$600</td>
<td>$570</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: 4-Color charge (in addition to B&W rate above) ................................................................. $1,115

AGENCY COMMISSION: 15%

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

2017 DEADLINES

<table>
<thead>
<tr>
<th>January</th>
<th>Space reservation due: 11/14/16</th>
<th>Materials due: 11/21/16</th>
<th>Inserts due: 12/2/16</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>Space reservation due: 2/15/17</td>
<td>Materials due: 2/23/17</td>
<td>Inserts due: 3/6/17</td>
</tr>
<tr>
<td>October</td>
<td>Space reservation due: 8/16/17</td>
<td>Materials due: 8/23/17</td>
<td>Inserts due: 9/1/17</td>
</tr>
</tbody>
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2017 PRINT ADVERTISING RATES

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HIGH-IMPACT PRINT OPPORTUNITIES

Inserts: Bound inserts, loose inserts, gatefolds, tip-ins and die cuts are available. A sample must be submitted to the publisher for approval.

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 email.

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.

Supplements 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.
FREQUENCY: Quarterly
PRINT CIRCULATION: 1,200 Paid
PUBLISHER: SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320 USA. Phone: (805) 499-0721, Fax: (805) 410-7009
EDITOR-IN-CHIEF: Mats Brittberg, MD, PhD, Gothenburg University, Sweden
SOCIETY AFFILIATION: International Cartilage Repair Society (ICRS)

ABOUT THE SOCIETY
The International Cartilage Repair 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.

ICRS MISSION
- Advancing science & education in cartilage repair worldwide!
- To provide continuing education and training to physicians and scientists with an active interest in Cartilage Repair and new transplantation techniques.
- To improve patient care through minimal invasive cartilage repair procedures
- To promote the exchange of ideas and information to further define the role, direction and goals of Cartilage Repair as a subspecialty of Orthopaedics.
- To create a permanent source of funds in order to sponsor education, basic science, clinical research and technical assessments of developments in Cartilage Repair.

ABOUT THE JOURNAL
The aim of Cartilage is 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 many types 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.

READERSHIP
The readership includes all members of the International Cartilage Repair Society.
- Orthopaedic Surgeons
- Pathologists
- Rheumatologists
- Representatives of the device and pharmaceutical industry
- Members of the regulatory agencies
- Medical libraries
- Other related clinicians and scientists

The objective of Cartilage is to fill a gap in the journal literature and form avenue for the exchange of information from and to surgeons, basic scientists, radiologists, physiotherapists, and other specialists.
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2017 SPECIAL EVENTS AND OPPORTUNITIES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>EVENT AND OPPORTUNITY</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>American Academy of Orthopaedic Surgeons (AAOS)/Sports Medicine Specialty Day</td>
<td>Contact your SAGE Representative</td>
</tr>
<tr>
<td></td>
<td>International Cartilage Repair Society (ICRS)</td>
<td>Contact your SAGE Representative</td>
</tr>
</tbody>
</table>

ARTWORK SPECIFICATIONS

Trim Size: 8 3/8” 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 5/8” 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.

For inserts, 70# coated stock is the minimum weight and 110# coated stock is the maximum.

POSTAL REQUIREMENTS OF BUSINESS REPLY CARDS
Final size of all BRCs must be 4 1/4” x 6”.

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.

CONTACT INFORMATION

FOR DISPLAY AND
CLASSIFIED ADVERTISING
Kristi Kenning
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7639
Fax: (805) 375-5282
E-mail: kristi.kenning@sagepub.com

FOR ARTWORK DELIVERY
Aline Lis
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7160
Fax: (805) 410-7009
E-mail: aline.lis@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