ADVERTISING OPPORTUNITIES WITH FOOT & ANKLE SPECIALIST

All Advertising subject to publisher’s approval.

## 2017 PRINT ADVERTISING RATES

<table>
<thead>
<tr>
<th>DISPLAY AND CLASSIFIED:</th>
<th>B&amp;W</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>$2,250</td>
<td>$2,205</td>
<td>$1,920</td>
<td>$1,825</td>
<td>$1,640</td>
<td></td>
</tr>
<tr>
<td>½ page</td>
<td>$1,800</td>
<td>$1,765</td>
<td>$1,535</td>
<td>$1,460</td>
<td>$1,315</td>
<td></td>
</tr>
<tr>
<td>¼ page</td>
<td>$1,080</td>
<td>$1,060</td>
<td>$920</td>
<td>$875</td>
<td>$790</td>
<td></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) .......................................................... $1,125

**AGENCY COMMISSION:** 15%

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

### 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)

<table>
<thead>
<tr>
<th>Inside Front Cover</th>
<th>Earned B&amp;W rate + 35%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Back Cover</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Back Cover</td>
<td>Earned B&amp;W rate + 50%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Facing Table of Contents</th>
<th>Earned B&amp;W rate + 30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facing First Text Page</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
</tbody>
</table>

Other specified positions .................................. Earned B&W rate + 15%

### 2017 DEADLINES

<table>
<thead>
<tr>
<th>Month</th>
<th>Space reservation due</th>
<th>Materials due</th>
<th>Inserts due</th>
</tr>
</thead>
<tbody>
<tr>
<td>April</td>
<td>2/10/2016</td>
<td>2/17/2017</td>
<td>3/1/2017</td>
</tr>
<tr>
<td>June</td>
<td>4/13/2017</td>
<td>4/20/2017</td>
<td>5/1/2017</td>
</tr>
<tr>
<td>August</td>
<td>6/14/2017</td>
<td>6/21/2017</td>
<td>6/30/2017</td>
</tr>
<tr>
<td>October</td>
<td>8/9/2017</td>
<td>8/16/2017</td>
<td>8/25/2017</td>
</tr>
<tr>
<td>December</td>
<td>10/5/2017</td>
<td>10/12/2017</td>
<td>10/23/2017</td>
</tr>
</tbody>
</table>

### 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.
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FOOT & ANKLE SPECIALIST

GENERAL INFORMATION

FREQUENCY: 6 times/year
PRINT CIRCULATION: 8,200 Paid
PUBLISHER: SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320 USA. Phone: (805) 499-0721, Fax: (805) 410-7009

CO-EDITORS
• W. Bret Smith, Fellowship Director of Foot and Ankle Division, Moore Center for Orthopedics, University of South Carolina, Columbia, SC
• John M. Schuberth, DPM, Chief, Foot and Ankle Surgery, Dept of Orthopedic Surgery, Kaiser Foundation Hospital, San Francisco, CA

ABOUT THE JOURNAL
Foot & Ankle Specialist (FAS) is the first and only journal written for all foot and ankle specialists, whether they work in podiatry, podiatric surgery, orthopaedic surgery, or related disciplines.

What distinguishes FAS from related journals is its emphasis on clinical education derived from evidence-based practice. While other publications provide peer-reviewed research reports and commercially based non-peer reviewed content, none offers the practice-proven applied peer reviewed information you get from FAS.

FAS' editorial board combines foot and ankle specialists across a variety of disciplines, including podiatry, orthopaedic surgery, plastic surgery, physical therapy, dermatology, and neurology.

EDITORIAL DESCRIPTION
Foot & Ankle Specialist is an educational journal, covering the latest techniques and advancements in foot and ankle assessment and treatment. It includes technical articles, case studies, practice-based content and treatment dilemmas (“How I fixed...”). The content has four basic sections: Practice, Research, Business, and Equipment. Each issue highlights a specific practice based theme.

READERSHIP
Foot & Ankle Specialist mails to a guaranteed readership combining qualified podiatrists (DPMs) and Orthopaedic surgeons specializing in foot and ankle surgery. Readership therefore includes all the designated foot and ankle specialists in orthopaedic surgery. In addition, the journal attracts foot and ankle specialists in plastic surgery, physical therapy, and related disciplines.

FORMAT OF CONTENT
1. Clinical Research Department
2. 2-3 Educational articles devoted to each issue’s theme
3. 2-3 Research and Results articles devoted to each issue’s theme
4. New Technology Department
5. Practice Management Department
6. Roundtable
7. Therapy articles
8. Media Reviews
9. Calendar of Events
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2017 SPECIAL EVENTS AND OPPORTUNITIES

<table>
<thead>
<tr>
<th>EVENT AND OPPORTUNITY</th>
<th>DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Am Academy of Orthopaedic Surgeons (AAOS)/Sports Medicine Specialty Day</td>
<td>Contact your SAGE Representative</td>
</tr>
<tr>
<td>AOFAS Annual Meeting 2017</td>
<td>Contact your SAGE Representative</td>
</tr>
<tr>
<td>AD PERCEPTION SURVEY, October</td>
<td>FREE AD PERCEPTION READER SURVEY for all advertisers 1/2 page and larger</td>
</tr>
</tbody>
</table>

ARTWORK SPECIFICATIONS

Trim Size: 8 1/8” w x 10 7/8” h
Binding: Saddle-stitched

<table>
<thead>
<tr>
<th>Non-Bleed</th>
<th>Bleed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page: 7” w x 10” h</td>
<td>8 3/8” w x 11 1/8” h</td>
</tr>
<tr>
<td>½ page horizontal: 7” w x 4 7/8” h</td>
<td></td>
</tr>
<tr>
<td>½ page vertical: 3 3/8” w x 10” h</td>
<td></td>
</tr>
<tr>
<td>¾ page vertical: 3 3/8” w x 4 7/8” h</td>
<td></td>
</tr>
<tr>
<td>Double-Page Spreads: 16 1/4” w x 10 7/8” h</td>
<td>16 1/2” w x 11 1/8” h</td>
</tr>
</tbody>
</table>

Live matter: ¼” from trim
Linescreen: 133-150

• 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 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.

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: advertising@sagepub.com

PRE-PRINTED INSERTS
(list journal name, issue # and quantity on boxes/skid)
Ship To:
Tina Pringle/Pam Hays
Dartmouth Printing
69 Lyme Road
Hanover, NH 03755 USA
Phone: (603) 643-2220

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