**ADVERTISING OPPORTUNITIES WITH HAND**
Official Journal of the American Association for Hand Surgery
All Advertising subject to AAHS 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>$1,615</td>
<td>$1,455</td>
<td>$1,310</td>
<td>$1,240</td>
<td>$1,120</td>
<td></td>
</tr>
<tr>
<td>½ page</td>
<td>$1,290</td>
<td>$1,265</td>
<td>$1,100</td>
<td>$1,045</td>
<td>$940</td>
<td></td>
</tr>
<tr>
<td>¼ page</td>
<td>$775</td>
<td>$760</td>
<td>$660</td>
<td>$630</td>
<td>$565</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)

**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>Month</th>
<th>Space reservation due</th>
<th>Materials due</th>
<th>Inserts due</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>11/18/16</td>
<td>11/29/16</td>
<td>12/8/16</td>
</tr>
<tr>
<td>March</td>
<td>1/26/17</td>
<td>2/2/17</td>
<td>2/13/17</td>
</tr>
<tr>
<td>July</td>
<td>5/25/17</td>
<td>6/2/17</td>
<td>6/13/17</td>
</tr>
<tr>
<td>September</td>
<td>7/28/17</td>
<td>8/4/17</td>
<td>8/15/17</td>
</tr>
<tr>
<td>November</td>
<td>9/28/17</td>
<td>10/5/17</td>
<td>10/16/17</td>
</tr>
</tbody>
</table>

### 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. You 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>Inside Back Cover</th>
<th>Back Cover</th>
<th>Facing Table Of Contents</th>
<th>Facing First Text Page</th>
<th>Other Specified Positions</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,615</td>
<td>$1,455</td>
<td>$1,310</td>
<td>$1,240</td>
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<td>$940</td>
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</tr>
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<td>$775</td>
<td>$760</td>
<td>$660</td>
<td>$630</td>
<td>$565</td>
<td>$450</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.
GENERAL INFORMATION

FREQUENCY: 6x per year

*TOTAL REACH (PRINT AND ONLINE): 10,608

PUBLISHER: SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320 USA. Phone: (805) 499-0721, Fax: (805) 410-7009

EDITOR-IN-CHIEF: Michael Neumeister, M.D., F.R.C.S.C., F.A.C.S., Southern Illinois University School of Medicine, Springfield, IL, USA

SOCIETY AFFILIATION: American Association for Hand Surgery

The American Association for Hand Surgery (AAHS) is a unique organization of hand surgery and therapy professionals, and the focus of the AAHS is primarily educational.

With over 1,300 members, the American Association for Hand Surgery represents a diverse but cohesive mix of highly respected professionals working in all disciplines of hand surgery and hand therapy. Members include orthopedic surgeons, plastic surgeons, general surgeons, microsurgeons, hand therapists, nurses, and basic scientists from the United States, Canada, and many other countries around the world. AAHS is an inclusive organization that welcomes members from many disciplines who are interested in the care of the upper extremity.

ABOUT THE JOURNAL

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.

HAND is a quarterly multidisciplinary peer-reviewed journal that publishes original clinical and basic science articles, comprehensive critical reviews, and unique case reports related to the management of pathologies in the hand and upper extremity.

Studies published in HAND involving human subjects must adhere to the ethical guidelines of the 1975 Declaration of Helsinki, have approval by an institutional ethics review board, and have appropriate patient informed consent. Studies involving animal models must adhere to the animal care and use guidelines of the National Institutes of Health and/or the appropriate institutional review board.
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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 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>
<tr>
<td>Live matter:</td>
<td>¼” from trim</td>
<td></td>
</tr>
<tr>
<td>Linescreen:</td>
<td>133-150</td>
<td></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. 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.

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 Helliger  
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

CONTACT INFORMATION