## Advertising Opportunities with Sports Health

All Advertising subject to publisher's approval.

### 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.

### 2017 Print Advertising Rates

<table>
<thead>
<tr>
<th>Placement</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
<th>24x</th>
<th>36x</th>
<th>48x</th>
</tr>
</thead>
<tbody>
<tr>
<td>B&amp;W 1 page</td>
<td>$2,550</td>
<td>$2,495</td>
<td>$2,175</td>
<td>$2,065</td>
<td>$1,860</td>
<td>$1,820</td>
<td>$1,730</td>
</tr>
<tr>
<td>½ page</td>
<td>$2,040</td>
<td>$2,000</td>
<td>$1,740</td>
<td>$1,650</td>
<td>$1,485</td>
<td>$1,455</td>
<td>$1,310</td>
</tr>
<tr>
<td>¼ page</td>
<td>$1,225</td>
<td>$2,000</td>
<td>$1,045</td>
<td>$990</td>
<td>$900</td>
<td>$875</td>
<td>$790</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) ................................................................. $1,670

**AGENCY COMMISSION:** 15%

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

### 2017 Deadlines

- **January/February**  
  - Space reservation due: 11/16/2016  
  - Inserts due: 12/6/2016
- **March/April**  
  - Space reservation due: 1/24/2017  
  - Materials due: 1/31/2017  
  - Inserts due: 2/9/2017
- **May/June**  
  - Space reservation due: 3/27/2017  
  - Materials due: 4/3/2017  
  - Inserts due: 4/12/2017
- **July/August**  
  - Space reservation due: 5/26/2017  
  - Materials due: 6/5/2017  
  - Inserts due: 6/14/2017
- **September/October**  
  - Space reservation due: 7/31/2017  
  - Materials due: 8/7/2017  
  - Inserts due: 8/16/2017
- **November/December**  
  - Space reservation due: 9/28/2017  
  - Materials due: 10/5/2017  
  - Inserts due: 10/16/2017

### 2017 Print Advertising Rates

- **DISPLAY AND CLASSIFIED**
  - B&W
    - 1x: $2,550
    - 3x: $2,495
    - 6x: $2,175
    - 12x: $2,065
    - 24x: $1,860
    - 36x: $1,820
    - 48x: $1,730
  - ½ page: $2,040
  - ¼ page: $1,225

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

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### Cover and Preferred Position Rates (Non-Cancelable)

<table>
<thead>
<tr>
<th>Placement</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Front Cover</td>
<td>Earned B&amp;W rate + 35%</td>
</tr>
<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>
<tr>
<td>Facing Table Of Contents</td>
<td>Earned B&amp;W rate + 30%</td>
</tr>
<tr>
<td>Facing First Text Page</td>
<td>Earned B&amp;W rate + 25%</td>
</tr>
<tr>
<td>Other Specified Positions</td>
<td>Earned B&amp;W rate + 15%</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 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.

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.
ADVERTISING OPPORTUNITIES WITH
SPORTS HEALTH
All Advertising subject to publisher's approval.

GENERAL INFORMATION

FREQUENCY: 6 times/year
PRINT CIRCULATION: 16,460 Paid
PUBLISHER: SAGE Publications, 2455 Teller Road, Thousand Oaks, CA 91320 USA. Phone: (805) 499-0721, Fax: (805) 410-7009
EDITOR-IN-CHIEF: Edward M. Wojtys, MD

SOCIETY AFFILIATION:
Sports Health is distributed through subscription arrangements among the following collaborating organizations:
• American Orthopaedic Society for Sports Medicine (AOSSM)
• American Medical Society for Sports Medicine (AMSSM)
• National Athletic Trainers' Association (NATA)
• Sports Physical Therapy Section (SPTS)

In addition, it is distributed to individuals through alliances with other national and international organizations and targeted lists of sports medicine providers.

ABOUT THE JOURNAL:
Sports Health unites experts in the care of athletes and physically active people, young and old. Its broad subject domain includes:
• Sports-related injuries, both orthopaedic and non-orthopaedic
• Medical conditions arising from or affecting participation in sports or exercise
• Training, conditioning, and injury prevention in the healthy athlete
• Rehabilitation of the injured athlete
• The effects of sports and exercise on the normal or abnormal musculoskeletal system

READERSHIP
The readership breakdown consists of sports medicine practitioners in the following specialties:
• Physical therapists
• Orthopaedic surgeons
• Primary care physicians
• Athletic trainers

2017 SPECIAL EVENTS AND OPPORTUNITIES

<table>
<thead>
<tr>
<th>EVENT AND OPPORTUNITY</th>
<th>DETAILS</th>
</tr>
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<tbody>
<tr>
<td>APTA/CSM 2017, 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, February 25-27, San Antonio, TX</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>
<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, ON, Canada</td>
<td>Contact your SAGE representative for details</td>
</tr>
<tr>
<td>AOFAS 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>AD PERCEPTION READER SURVEY</td>
<td>FREE AD PERCEPTION READER SURVEY for all November/December Issue advertisers 1/2 page and larger</td>
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</table>

AD PERCEPTION READER SURVEY
FREE AD PERCEPTION READER SURVEY for all November/December Issue advertisers 1/2 page and larger
ARTWORK SPECIFICATIONS

Trim Size: 8 1/8" w x 10 7/8" h
Full page: 7" w x 10" h
½ page horizontal: 7" w x 4 7/8" h
½ page vertical: 3 3/8" w x 10" h
¼ page vertical: 3 3/8" w x 4 7/8" h
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.

For bind-in cards and 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 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:
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

CONTACT INFORMATION

FOR DISPLAY AND CLASSIFIED ADVERTISING
Cameron Shannon
SAGE Publications
2455 Teller Road
Thousand Oaks, CA 91320 USA
Phone: (805) 410-7313
Fax: (805) 375-5282
E-mail: cameron.shannon@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

WEB SITE: http://www.sportsmed.org

CONTACT INFORMATION FOR AOSSM ANNUAL CONFERENCE

If you are interested in exhibiting at the AOSSM annual conference, please contact:

Pat Kovach
The American Orthopaedic Society for Sports Medicine
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