

ADVERTISING OPPORTUNITIES WITH SPORTS HEALTH

All Advertising subject to publisher's 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	\$2,000	\$1,045	\$990	\$900	\$875	\$790

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
Materials due:	11/23/2016
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

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%	Facing Table Of Contents.....	Earned B&W rate + 30%
Inside Back Cover.....	Earned B&W rate + 25%	Facing First Text Page.....	Earned B&W rate + 25%
Back Cover.....	Earned B&W rate + 50%	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.

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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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. Wojtyls, 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:

SSports 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

EVENT AND OPPORTUNITY	DETAILS
APTA/CSM 2017, February 15-18, San Antonio, TX	Contact your SAGE representative for details
AAOS Sports Medicine and Specialty Day, March 14-18, San Diego, CA	Contact your SAGE representative for details
AANA, February 25-27, San Antonio, TX	Contact your SAGE representative for details
AMSSM 26th Annual Meeting, May 8 - May 13, San Diego, CA	Contact your SAGE representative for details
ISAKOS Congress, June 4-8, Shanghai, China	Contact your SAGE representative for details
NATA, June 26-29, Houston, TX	Contact your SAGE representative for details
AOSSM, July 20 - 23, Toronto, ON, Canada	Contact your SAGE representative for details
AOFAS Annual Meeting, July 12-15, Seattle, WA	Contact your SAGE representative for details
AOSSM and AAOS Review Course for Subspecialty Certification, August 11-13, Chicago, IL	Contact your SAGE representative for details
AD PERCEPTION READER SURVEY	FREE AD PERCEPTION READER SURVEY for all November/December Issue advertisers 1/2 page and larger

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ARTWORK SPECIFICATIONS

Trim Size: 8 1/8" w x 10 7/8" h

	Non-Bleed	Bleed
Full page:	7" w x 10" h	8 3/8" w x 11 1/8" h
1/2 page horizontal:	7" w x 4 7/8" h	
1/2 page vertical:	3 3/8" w x 10" h	
1/4 page vertical:	3 3/8" w x 4 7/8" h	

Live matter: 1/4" 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 1/4" 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

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

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 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

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Web site: <http://www.sportsmed.org>