Society Affiliation: International Cartilage Repair Society (ICRS)

Readership profile: The readership of Cartilage includes all members of the International Cartilage Repair Society (ICRS): orthopaedic surgeons, pathologists, rheumatologists, representatives of the device and pharmaceutical industry, members of the regulatory agencies, medical libraries, and other related clinicians and scientists.

Editor: Mats Brittberg, MD, PhD

Cartilage aims 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 variety 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.

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.

Journal Information

Print

Circulation: 700

Frequency: Quarterly

Online

http://journals.sagepub.com/home/cara

Advertising Rates & Information

Closing dates for print advertising

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space reservation</th>
<th>Copy deadline</th>
<th>Insert deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>14-Nov-17</td>
<td>21-Nov-17</td>
<td>04-Dec-17</td>
</tr>
<tr>
<td>April</td>
<td>15-Feb-18</td>
<td>23-Feb-18</td>
<td>06-Mar-18</td>
</tr>
<tr>
<td>July</td>
<td>17-May-18</td>
<td>24-May-18</td>
<td>05-Jun-18</td>
</tr>
<tr>
<td>October</td>
<td>16-Aug-18</td>
<td>23-Aug-18</td>
<td>04-Sep-18</td>
</tr>
</tbody>
</table>

Print advertising rates

Black and white rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$1,545</td>
<td>$1,515</td>
<td>$1,320</td>
<td>$1,255</td>
</tr>
<tr>
<td>½ page</td>
<td>$1,240</td>
<td>$1,215</td>
<td>$1,055</td>
<td>$1,005</td>
</tr>
<tr>
<td>¼ page</td>
<td>$745</td>
<td>$730</td>
<td>$635</td>
<td>$600</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: Full page 4-Color charge (in addition to B&W rate above) $1,115

AGENCY COMMISSION: 15%

COVER AND PREPARED 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>


Other Promotional Opportunities

- Belly band
- Cover tip
- Inserts
- Outserts (product samples, brochures)
- Reprints
- Supplements
- Special Sections
- Custom Publications
Online Advertising

Digital advertising solutions:
- A: 728x90 Leaderboard (pictured) top of page ad position for immediate exposure
- B: 300x250 Banner Ad (pictured) middle right of page to engage the most invested users
- C: Either 300x250 banner ad (pictured), 160x600 skyscraper, or 300x600 expandable skyscraper Lower middle, right of page

Digital ad upgrades:
- Rich media: include active images or text
- Expandability: upgrade any ads to expand over or push down content
- Video: upgrade any ads with embedded video for greater engagement
- Form/lead capture: upgrade any ads with a contact information form for lead capture

Other digital solutions:
- Webinars: a custom digital event package that includes promotion and event hosting
- eTOC alerts: Leaderboard ad sponsorship of new issue email alerts sent to subscribers
- Content gateways: custom package to host your content and SAGE content in one place
- Sponsored digital editions: options include single article, full issue, or custom article compilations

Contact Details

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
E-mail: reprint@sagepub.com

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

Policy and Guidelines

Trim size: 8.375 x 10.875
Binding: perfect bind
All advertising is subject to ICRS approval.
Ad dimensions are listed in inches.
All live copy should be no closer than ¼" from the trim.

Non-Bleed Bleed

| Full page: | 7.875 x 10.375 | 8.625 x 11.125 |
| ½ page vertical: | 3.675 x 10.375 |
| ½ page horizontal: | 7.875 x 5 |
| ¼ page vertical: | 3.675 x 5 |

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 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.

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. If e-mailing artwork, then send the proof in a separate package in the mail.

CARTILAGE INSERTS
Tipped-in 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.

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.

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