

Advertising Rates And Specifications - 2018



Readership profile: The readership breakdown consists of sports medicine practitioners in the following specialties:

- Physical therapists
- Primary care physicians
- Orthopaedic surgeons
- Athletic trainers.

Editor: Edward M. Wojtys, MD

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

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)

Journal Information

Print

Circulation: 16,400

Frequency: 6 times per year

Online

journals.sagepub.com/home/sph

Print distribution



Digital usage



Advertising Rates & Information

Closing dates for print advertising

Issue	Space reservation	Copy deadline	Insert deadline
January	10-Nov-17	17-Nov-17	30-Nov-17
March	24-Jan-18	31-Jan-18	09-Feb-18
May	27-Mar-18	03-Apr-18	12-Apr-18
July	29-May-18	05-Jun-18	14-Jun-18
September	31-Jul-18	07-Aug-18	16-Aug-18
November	28-Sep-18	05-Oct-18	16-Oct-18

Print advertising rates

Black and white rates

Frequency	1x	3x	6x	12x	24x	36x	48x
1 page	\$2,695	\$2,640	\$2,300	\$2,185	\$1,965	\$1,925	\$1,830
1/2 page	\$2,155	\$2,115	\$1,840	\$1,745	\$1,575	\$1,540	\$1,385
1/4 page	\$1,295	\$1,270	\$1,105	\$1,050	\$945	\$925	\$835

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).....\$1,670

AGENCY COMMISSION: 15%

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

Other Promotional Opportunities

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

Event sponsorship:

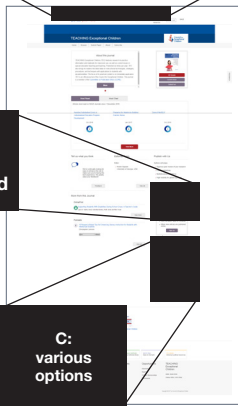
- APTA CSM 2018, February 21-24, 2018, New Orleans, LA
- AMSSM Annual Meeting, April 24-29 2018, Orlando, FL
- AANA Annual Meeting, April 26-28 2018, Chicago, IL
- ESSKA, May 9-11 2018, Glasgow, Scotland

- NATA, June 26-29 2018, New Orleans, LA
- AOSSM, July 5-8 2018, San Diego, CA
- AOSSM and AAOS Review Course for Subspecialty Certification, August 2018, Chicago, IL
- AAA Sept 4-7 2017, Buenos Aires, Argentina Subspecialty Certification, August 2018



Online Advertising

A: 728x90 Leaderboard



B: 300x250 Banner Ad

C: various options

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 registrants
- **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

Policy and Guidelines

Trim size: 8.125 x 10.875

Binding: Perfect Bind

All advertising is subject to approval. Ad dimensions are listed in inches.

All live copy should be no closer than 1/4" from the trim.

	Non-Bleed	Bleed
Full page	7.625x10.375	8.375x11.125
1/2 page vertical	3.5 x 10.375	
1/2 page horizontal	7.5 x 5	
1/4 page vertical	3.5 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 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. If e-mailing artwork, then send the proof in a separate package in the mail.

SPH 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 1/4" 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, will be subject to cancellation, and in such event, the Advertiser will be responsible for the full payment amount of the order.

Contact Details

FOR DISPLAY AND CLASSIFIED ADVERTISING

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FOR ARTWORK DELIVERY

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USA
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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

FOR EXHIBITING AT THE AOSSM ANNUAL CONFERENCE

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