Advertising Rates And Specifications - 2018

Society Affiliation: American Orthopaedic Society for Sports Medicine (AOSSM)

Readership profile: The American Journal of Sports Medicine is read by individual subscribers and members of AOSSM, which includes sports medicine specialists, clinicians, family physicians, emergency physicians, pediatricians, athletic trainers, and physical therapists, among others.

Editor: Bruce Reider, MD

The American Journal of Sports Medicine (AJSM), founded in 1972, is the official publication of the American Orthopaedic Society for Sports Medicine (AOSSM). It contains original articles that have undergone peer review. AOSSM is a national organization of orthopaedic surgeons specializing in sports medicine, including national and international sports medicine leaders. It strives to improve the identification, prevention, treatment, and rehabilitation of sports injuries. The journal is indexed in Current Contents, Index Medicus, Cumulative Index to Nursing and Allied Health Literature, Thompson-Reuters Web of Science, and EMBASE/Excerpta Medica.

Journal Information

Impact factor: 5.673

Ranking: Orthopedics 1 out of 76, Sport Sciences 4 out of 81

Print

Circulation: 5,140

Frequency: This journal is published 14 times per year

Digital usage

Europe: 15%

Australia: 2%

North America: 69%

Asia: 12%

Other: 2%

Online

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

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>10-Nov-17</td>
<td>17-Nov-17</td>
<td>30-Nov-17</td>
</tr>
<tr>
<td>February</td>
<td>03-Jan-18</td>
<td>10-Jan-18</td>
<td>22-Jan-18</td>
</tr>
<tr>
<td>March</td>
<td>23-Jan-18</td>
<td>30-Jan-18</td>
<td>08-Feb-18</td>
</tr>
<tr>
<td>March B</td>
<td>05-Feb-18</td>
<td>12-Feb-18</td>
<td>22-Feb-18</td>
</tr>
<tr>
<td>April</td>
<td>02-Mar-18</td>
<td>09-Mar-18</td>
<td>20-Mar-18</td>
</tr>
<tr>
<td>May</td>
<td>03-Apr-18</td>
<td>10-Apr-18</td>
<td>19-Apr-18</td>
</tr>
<tr>
<td>June</td>
<td>02-May-18</td>
<td>09-May-18</td>
<td>18-May-18</td>
</tr>
<tr>
<td>July A</td>
<td>24-May-18</td>
<td>01-Jun-18</td>
<td>12-Jun-18</td>
</tr>
<tr>
<td>July B</td>
<td>08-Jun-18</td>
<td>15-Jun-18</td>
<td>26-Jun-18</td>
</tr>
<tr>
<td>August</td>
<td>05-Jul-18</td>
<td>12-Jul-18</td>
<td>23-Jul-18</td>
</tr>
<tr>
<td>September</td>
<td>03-Aug-18</td>
<td>10-Aug-18</td>
<td>21-Aug-18</td>
</tr>
<tr>
<td>October</td>
<td>04-Sep-18</td>
<td>11-Sep-18</td>
<td>20-Sep-18</td>
</tr>
<tr>
<td>December</td>
<td>30-Oct-18</td>
<td>06-Nov-18</td>
<td>15-Nov-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>
<th>24x</th>
<th>36x</th>
<th>48x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$2,695</td>
<td>$2,640</td>
<td>$2,295</td>
<td>$2,180</td>
<td>$1,965</td>
<td>$1,925</td>
<td>$1,830</td>
</tr>
<tr>
<td>½ page</td>
<td>$2,155</td>
<td>$2,110</td>
<td>$1,840</td>
<td>$1,745</td>
<td>$1,570</td>
<td>$1,540</td>
<td>$1,385</td>
</tr>
<tr>
<td>¼ page</td>
<td>$1,295</td>
<td>$1,270</td>
<td>$1,100</td>
<td>$1,050</td>
<td>$940</td>
<td>$925</td>
<td>$835</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) $1,670

AGENCY COMMISSION: 15%

COVER AND PREFERRED POSITION RATES (NON-CANCELABLE)

| Inside Front Cover | Earned B&W rate + 35% |
| Inside Back Cover  | Earned B&W rate + 35% |
| Back Cover         | Earned B&W rate + 50% |

Events:

- AMSSM Annual Meeting, April 24-29 2018, Orlando, FL

Other Promotional Opportunities

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

Other: 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
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

**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.

**AJSM INSERTS**
**Tipped-in Inserts:**
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.

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