

# Advertising Rates And Specifications - 2019



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: 6.057

Ranking: Orthopedics 1 out of 77, Sport Sciences 4 out of 81

### Print

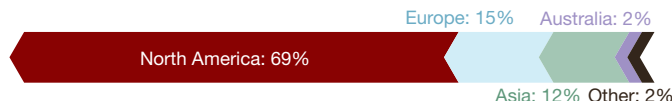
Circulation: 5,140

Frequency: This journal is published 14 times per year

### Online

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

### Print distribution



### Digital usage



## Advertising Rates & Information

### Closing dates for print advertising

Issue	Space reservations	Materials closing	Inserts due
January	12-Nov-18	19-Nov-18	30-Nov-18
February	03-Jan-19	10-Jan-19	22-Jan-19
March A	22-Jan-19	29-Jan-19	07-Feb-19
March B	05-Feb-19	13-Feb-19	22-Feb-19
April	04-Mar-19	11-Mar-19	20-Mar-19
May	03-Apr-19	10-Apr-19	19-Apr-19
June	02-May-19	09-May-19	20-May-19
July A	24-May-19	03-Jun-19	12-Jun-19
July B	10-Jun-19	17-Jun-19	26-Jun-19
August	05-Jul-19	12-Jul-19	23-Jul-19
September	05-Aug-19	12-Aug-19	21-Aug-19
October	04-Sep-19	11-Sep-19	20-Sep-19
November	04-Oct-19	11-Oct-19	22-Oct-19
December	30-Oct-19	06-Nov-19	15-Nov-19

### Print advertising rates

#### Black and white rates

Frequency	1x	3x	6x	12x	24x	36Xx	48x
1 page	\$2,825	\$2,770	\$2,410	\$2,290	\$2,060	\$2,020	\$1,920
½ page	\$2,260	\$2,215	\$1,930	\$1,830	\$1,650	\$1,615	\$1,455
¼ page	\$1,360	\$1,330	\$1,160	\$1,100	\$990	\$970	\$875

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%	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 Promotional Opportunities

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

### Events:

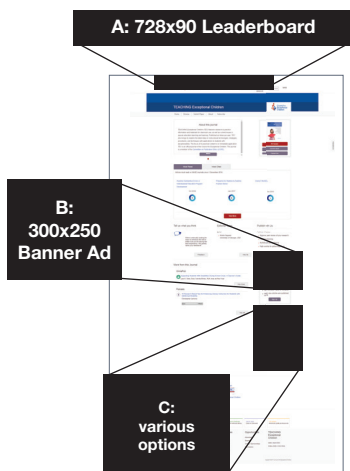
- APTA CSM 2019, January 23-26, 2019, Washington, DC
- AAOS Annual Meeting, March 12-16, 2019, Las Vegas, NV
- AANA Annual Meeting, August 9-13, 2019, Chicago, IL
- AOSSM, July 11-14, 2019, Boston, MA
- NATA, June 24-27, 2019, Las Vegas, NV
- AOFAS Annual Meeting, September 12-15, 2019, Chicago, IL

- AAOS Sports Medicine and Specialty Day
- AMSSM Annual Meeting, April 12-17, 2019, Houston, TX
- ISAKOS Congress 2019, May 12-16, 2019, Cancun, Mexico
- ICRS World Congress 2019, October 5-8, 2019, Vancouver, Canada

**aoSSM**  
American Orthopaedic Society  
for Sports Medicine

**SAGE**  
Publishing

## 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 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 AOSSM 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:	7.625 x 10.375	8.375 x 11.125
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.

### AJSM 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.

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

## Contact Details

### FOR DISPLAY AND CLASSIFIED ADVERTISING

Holly Dietz  
SAGE Publications  
2455 Teller Road  
Thousand Oaks,  
CA 91320 USA  
Phone: (805) 410-7474  
Fax: (805) 375-5282  
E-mail:  
holly.dietz@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

### FOR EXHIBITING AT THE AOSSM ANNUAL CONFERENCE

David Berrios-Walker  
Corcoran Expositions, Inc  
200 W. Adams St.,  
Suite 2600  
Chicago, IL 60606  
Phone: (312) 265-9644  
E-mail:  
david-berrios@corcexpo.com  
www.CorcExpo.com