

# Athletic Training & SPORTS HEALTH CARE

#### Advertising/Sales Office

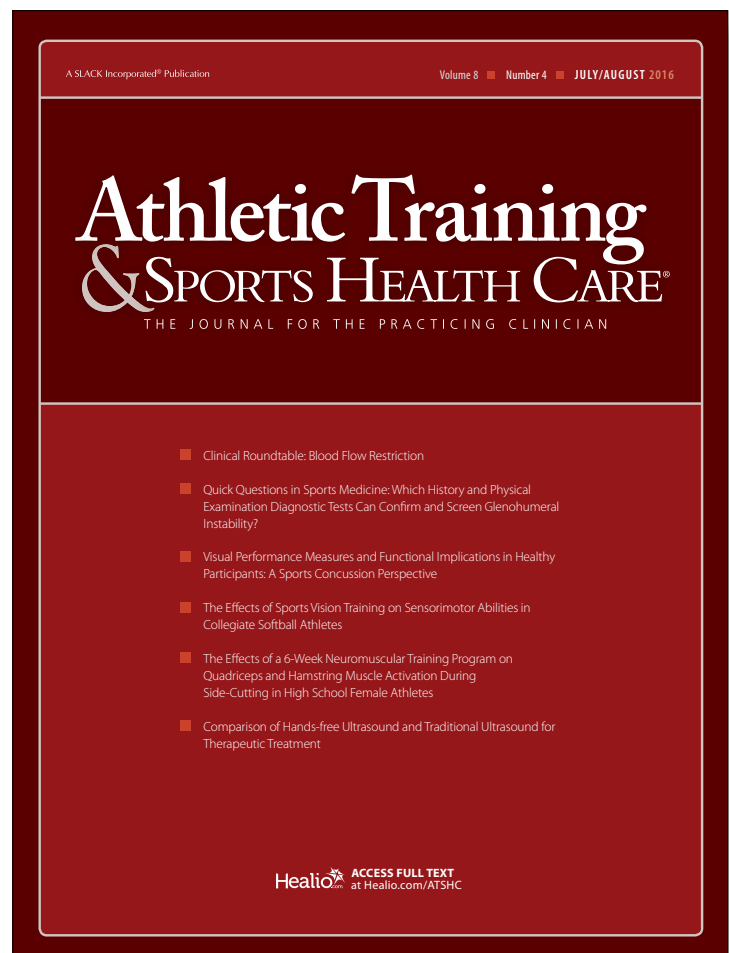
National Account Manager: Jaimie Byers  
Sales Administrator: Joyce Seville

#### Publishing Office

Chief Operating Officer: John C. Carter  
Senior Vice President: Stephanie Portnoy  
Vice President, Editorial: Jennifer A. Kilpatrick, ELS  
Editorial Director: Karen G. Stanwood, ELS  
Executive Editor: Eileen C. Anderer, ELS  
Circulation Manager: John Kain  
Editor-in-Chief: Thomas Kaminski, PhD, ATC, FACSM, FNATA



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800-257-8290 • 856-848-1000 • Fax 856-848-6091  
[Healio.com/ATSHC](http://Healio.com/ATSHC)



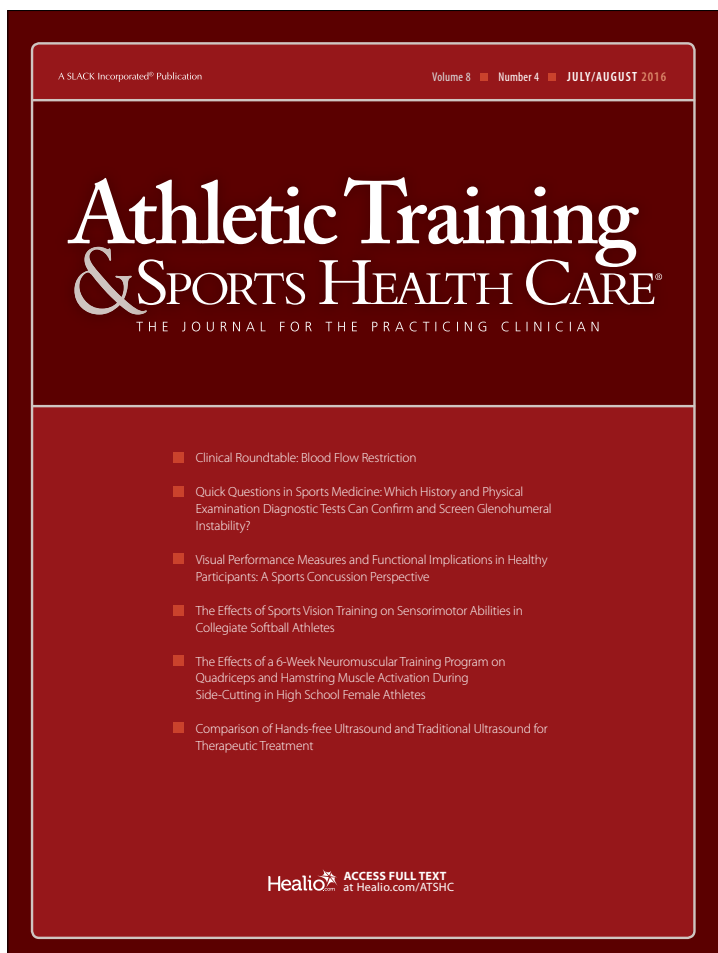
TO ADVERTISE, CONTACT:

**Jaimie Byers**

[jbyers@healio.com](mailto:jbyers@healio.com)

856-848-1000 x258

# Athletic Training & SPORTS HEALTH CARE



The mission of ATHLETIC TRAINING & SPORTS HEALTH CARE: THE JOURNAL FOR THE PRACTICING CLINICIAN is to provide a forum for the dissemination of **contemporary athletic training** and **sports health care information** and **guidance to clinicians** involved in a variety of allied health professions.

Primary emphasis is on the **clinical relevance of information** to the practicing sports health care professional. The Journal publishes **peer-reviewed articles** including original research, case reviews, evidence-based reports, clinical columns, systematic reviews, and literature reviews from a variety of sports health care disciplines.

Subscribers also benefit from our featured Online Advanced Release, which allows them to read articles before they appear in the print issue!

## Make your message stand out with these unique advertising opportunities:

- Cover-tips
- BRCs
- Supplements
- Belly Bands
- Polybagged Outserts
- Advertorials

# Put your message in the hands of high-interest paid subscribers

With 100% paid circulation, your message will be seen by high-interest readers — offering an efficient and effective way to communicate with your target audience.

## Extend your reach with bonus distributions

At no additional cost, your advertising will reach Journal subscribers plus attendees of these major medical meetings in 2017:

BONUS DISTRIBUTION	ISSUE
American Academy of Orthopaedic Surgeons (AAOS)	January/February
National Athletic Trainers Association (NATA)	May/June
American Orthopedic Society for Sports Medicine	May/June
Orthopedics Today Hawaii 2018	November/December



# Digital Advertising

Advertise on Healio.com/ATSHC

**3,800** average monthly page views

Reach your target audience through any or all of our impactful ad placements.

**Over 9,500 impressions available each month!**

Banner ad campaigns priced on a CPM to accommodate any budget.

Exclusive email sponsorship opportunity:

**5,500** opt-in recipients

**23%** average open rate

Your ad will display in one prominent location

**Only \$660 per email**

Buy 3, Get 1 Free program available

The screenshot shows the Healio.com/ATSHC website interface. At the top, there is a navigation bar with 'NEWS', 'EDUCATION/CME', 'JOURNALS', and 'BOOKS'. Below this, a large banner area is labeled '728 x 90 or 970 x 90'. The main content area features the journal title 'Athletic Training and Sports Health Care' and the current issue 'July/August 2016, Volume 8 - Issue 4'. A sidebar on the right contains a 'Current Issue' section with a 'Submit an Article' button and a 'Subscribe' button. The main content area lists several articles with their titles and authors. A large grey box in the center of the page is labeled '300 x 250 or 300 x 600'. At the bottom of the page, another banner area is labeled '728 x 90'.

The screenshot shows an email e-content advertisement. The header includes the Healio.com logo and the journal title 'Athletic Training & Sports Health Care'. Below the header, there is a URL 'http://www.healio.com/atshc'. The main body of the email lists the 'JULY/AUGUST 2016 issue of ATHLETIC TRAINING & SPORTS HEALTH CARE, Volume 8, Issue 4'. It includes a 'Subscribe' button and a 'Sign up for e-contents' button. The email also features a 'FREE' badge and a list of article titles and authors, such as 'Mental Health Concerns in Athletes: Heightened Awareness Needed for Sports Health Care Professionals' by Thomas W. Kaminski, PhD, ATC, FACSM, FNATA.

## RATES AND DISCOUNTS

1. **Effective Rate Date:** January 2017 for all advertisers.
2. **Rates:**
  - a) **Earned Rates:** Are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. The earned rate is determined by the number of insertions. Fractional pages count as single pages and each page of an insert counts as one page.
  - b) **Agency Commission:** Fifteen percent gross billings on space, color, cover, and preferred position charges.
  - c) **Cash Discount:** Two percent if paid within 10 days of invoice date. No discount allowed after this period.
3. **Black-and-white rates:**

Frequency	One Page	1/2 Page	1/4 Page
1x	\$835	\$580	\$385
6x	800	575	360
12x	760	535	320
24x	715	510	300
36x	700	495	285
48x	690	485	275
60x	675	470	260
72x	650	455	235
96x	635	440	225
120x	630	435	220
144x	620	425	215
196x	615	420	210
252x	605	410	205

**Color:** In addition to earned black-and-white rates.

### Charge per color per page or fraction

Standard color.....	\$560
Matched color.....	\$765
Metallic color.....	\$1,020
Four color.....	\$1,530
Four color + PMS.....	\$2,040
Four color + Metallic.....	\$2,550

4. **Bleed:** No charge.
5. **Covers, Positions:**
  - a) **Covers:**
    - Second cover:** Earned b/w rate plus 25%. Color additional.
    - Third cover:** Earned b/w rate plus 15%. Color additional.
    - Fourth cover:** Earned b/w rate plus 50%. Color additional.
  - b) **Special positions:**
    - Facing table of contents:** Earned b/w rate plus 15%. Color additional.
    - Facing first text:** Earned b/w rate plus 15%. Color additional.
6. **Discount Programs:**
  - a) **Combined Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all SLACK publications to achieve maximum frequency.
  - b) **FREE Ad Program:** Buy 2, Get 1 Free. Purchase two ads any time during 2017 "and receive an additional ad of equal size and color in the same publication at no cost. May not be combined with Clinical Trial Ad Program.
  - c) **Clinical Trial Ad Buy One, Get One Free:** Clinical trial advertisements may run a second insertion of the same ad unit in any issue for no charge. Ad creative must promote participation in a current clinical trial. Corporate and/or disease state advertisements are not eligible. May not be combined with Free Ad Program.
  - d) **Corporate Discount:** Total net spend achieved in the year 2017 will set a Corporate Discount to be taken off 2018 advertising.
  - e) **When taking advantage of more than one Discount Program, discounts must be taken in the following order:**
    - Gross cost:**
      - 1) Less FREE Ad Program
      - 2) Less SLACK Corporate Discount
      - 3) Less 15% Agency Discount
    - Equals net cost**

7. **Online Advertising Rates:** Please contact your sales representative for more information.
8. **Classified/Recruitment Advertising:** Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365

## ISSUANCE AND CLOSING

9. **First Issue:** January/February 2009
10. **Frequency:** Bi-monthly
11. **Issue Dates:** Third week of odd months
12. **Mailing Class:** Periodical Class
13. **Closing Dates:**

Issue	Ads Closing	Materials Due
January/February	12/1/2016	12/15/2016
March/April	2/1/2017	2/22/2017
May/June	4/3/2017	4/24/2017
July/August	6/1/2017	6/22/2017
September/October	8/1/2017	8/22/2017
November/December	10/2/2017	10/23/2017

- a) **Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
- b) **Cancellations:** If, for any reason, an advertisement is cancelled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

## EDITORIAL

14. **General Editorial Direction:** ATHLETIC TRAINING & SPORTS HEALTH CARE is a forum for the dissemination of contemporary athletic training and sports health care information and guidance to clinicians involved in a variety of allied health professions. The Journal publishes peer-reviewed articles including original research, case reviews, evidence-based reports, clinical columns, systematic reviews, and literature reviews from a variety of sports health care disciplines.
15. **Average Issue Information:**
  - a) **Average number of articles per issue:** 5
  - b) **Average article length:** 7 pages
  - c) **Editorial departments and features:**
    - PEARLS of Practice
    - Team Physician
    - Professional Practice
    - Clinical Roundtable
    - CATA Abstracts
16. **Origin of Editorial:**
  - a) **Articles or abstracts from meetings or other publications:** Yes
  - b) **Staff written:** N/A
  - c) **Solicited:** 25%
  - d) **Submitted:** 75%
  - e) **Peer review:** Classic peer review

## CIRCULATION

17. **Circulation Distribution:**
  - a) **Paid:** 100%
  - b) **Controlled:** 0%
18. **Demographic Selection Criteria:**
  - a) **Circulation parameters:** Athletic training, orthopedic and physical therapy professionals
  - b) **Circulation breakdown:**
    - U.S. & Canada: 58
    - Other international: 2
  - c) **Paid information:**
    - Paid:** 100%
    - Association members:** N/A
    - Subscriptions:** 100%
  - d) **Subscription rates:** U.S.: \$91/yr  
Outside the U.S.: add \$56/yr



**19. Circulation Verification:**

- a) SRDS Sworn Statement: July/August 2016
- b) Printer + Mailing House: Sheridan Press
- c) Estimated total circulation for 2017: 50

## GENERAL INFORMATION

- 20. Requirements for Advertising Acceptance:** Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the health care profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.
- 21. New Product Releases:** Yes
- 22. Editorial Research:** Once a year
- 23. Ad Format and Placement Policy:**
- a) **Format:**
    - 1. between articles \_\_\_X\_\_\_
    - 2. welled \_\_\_\_\_
    - 3. stacked \_\_\_\_\_
    - 4. within articles \_\_\_\_\_
  - b) **Are ads rotated?:** Yes
- 24. Ad/Edit Information:** 30/70 Ad/Edit Ratio
- 25. Value-Added Services:** Bonus distribution
- 26. Full-Text Online:** ATHLETIC TRAINING & SPORTS HEALTH CARE offers full-text articles online at its Web site, [Healio.com/ATSHC](http://Healio.com/ATSHC). This valuable tool allows subscribers unlimited access to every article in each issue, providing them with an online reference for current articles, as well as archived articles. In addition, non-subscribers may obtain full-text articles on a pay-per-view basis.
- 27. Reprint Availability:** Yes; email [reprints@healio.com](mailto:reprints@healio.com).
- 28. Publisher's Liability:** The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond the Publisher's control.
- 29. Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.
- 30. Competitor Information:** ATHLETIC TRAINING & SPORTS HEALTH CARE does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
- 31. Advertorials:** In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "ADVERTORIAL" or "ADVERTISEMENT" will be prominently displayed in 10 point black type in ALL CAPS at the center top of the ad.
- 32. Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

## INSERT AND BRC INFORMATION

- 33. Availability and Acceptance:**
- a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are limited to three per issue. Short-cut or gatefold inserts are accepted.
  - b) **Acceptance:** A sample of the insert must be submitted to the Publisher for approval.
- 34. Insert Charges:** Furnished inserts billed at black-and-white space rate at frequency earned. Commissionable.

**35. Insert Sizes and Specifications:**

No. of Pages	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

All inserts to be full size, supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are accepted at the Publisher's discretion. Inserts are jogged to head.

- 36. Trimming:** Ship folded. Supply size: 8¼" x 11⅞". Trim size: 8⅞" x 10⅞". Trimming of oversized inserts will be charged at cost. Keep live matter ¼" from trim edges and ⅜" from gutter trim. Book is jogged to head. Head, foot, and outside edge trim ⅛".
- 37. BRCs:**
- a) **Pricing:** Contact your sales representative for pricing.
  - b) **BRC Specifications:** 3½" x 5" minimum to 4¼" x 6" maximum, perforated with ½" lip (from perforation) for binding. Add ⅛" for foot trim. Cardstock minimum: 75# bulk or higher.
- 38. Quantity:** Full run – 1,000 (estimated). Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.
- 39. Shipping:** Inserts must be shipped in cartons and have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and SLACK will not be responsible for shortages on press.

## AD REQUIREMENTS

**40. Available Advertising Unit Sizes:**

	Non-bleed Sizes		Bleed Sizes*	
	Width	Height	Width	Height
Full Page Spread	15¾" x	10⅜"	16½" x	11⅞"
Full Page	7⅞" x	10⅜"	8⅜" x	11⅞"
½ Page (Horizontal)	7⅞" x	4¾"	8⅜" x	5½"
½ Page (Vertical)	3⅜" x	10⅜"	4⅞" x	11⅞"
¼ Page	3⅞" x	5"		

Trim size of Journal: 8 ⅛" x 10 ⅞"

\*Bleed ads use non-bleed sizes for live area. If in doubt about size, contact the SLACK office.

To view thumbnails of ad spaces, visit [Healio.com/slackadspecs](http://Healio.com/slackadspecs).

- 41. Paper Stock:**
- a) **Inside pages:** 70 lb. Gloss
  - b) **Covers:** 80 lb. Gloss
- 42. Type of Binding:** Saddle-stitched
- 43. Digital Ad Requirements:** For specifications, go to [Healio.com/slackadspecs](http://Healio.com/slackadspecs).
- Color Proofs:** One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.
- If only color lasers are furnished, color match on press cannot be guaranteed.**
- Note:** Spread ads should be sent as a one-page file.
- Media:** CDs and DVDs. Ads will not be accepted via email.
- 44. Disposition of Materials:** Digital files will be held one year from date of last insertion and then destroyed.

## CONTACT INFORMATION

**Insertion Orders and Ad Materials:**

Joyce Seville  
 ATHLETIC TRAINING & SPORTS HEALTH CARE  
 6900 Grove Road  
 Thorofare, NJ 08086 USA  
 856-848-1000 x475  
[jseville@healio.com](mailto:jseville@healio.com)

**Send inserts and BRCs to:**

Lisa Harrold  
 ATHLETIC TRAINING & SPORTS HEALTH CARE  
 Sheridan Press  
 450 Fame Avenue  
 Hanover, PA 17331