



Circulation: **28,838**

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Advertising Office: SLACK Incorporated

Vice President, Sales and Marketing: **Patrick Duffey**
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2017 Rate Card

Print RATES

1. Black-and-White rates:

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x	196x	252x
Full Page	\$3,115	\$3,025	\$2,990	\$2,940	\$2,800	\$2,735	\$2,730	\$2,650	\$2,545	\$2,485	\$2,415	\$2,355	\$2,265	\$2,200	\$2,120
½ Page	1,845	1,805	1,775	1,760	1,725	1,700	1,670	1,640	1,620	1,600	1,555	1,525	1,485	1,455	1,380
¼ Page	1,150	1,120	1,060	1,040	1,030	980	960	950	935	910	895	875	840	805	740

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

Charge per color per page or fraction	
Standard color	\$730
Matched color	885
Metallic color	1,265
Four color	2,060
Four color + PMS	2,785
Four color + Metallic	3,150

2. Rates:

- a) Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full page and fractional pages count as single insertions. Each page of an insert counts as one insertion.
- b) **Agency commission:** Fifteen percent gross billings on space, color, cover and preferred position charges.
- c) **Cash discount:** Two percent within ten days of invoice date. No discount allowed after this period.

3. Bleed: No charge

4. Covers, Special Positions:

- a) **Covers:**
 - 1) **Second cover:** Earned b/w rate plus 30%. Color additional.
 - 2) **Third cover:** Earned b/w rate plus 20%. Color additional.
 - 3) **Fourth cover:** Earned b/w rate plus 50%. Color additional.
- b) **Other Special Positions:** Earned b/w rate plus 15%. Color additional.

5. Online Advertising Rates:

Please contact your sales representative for more information.

6. Recruitment/Classified Rates:

Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.

DISCOUNTS

- 1. Combined Earned Frequency:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in all SLACK publications to achieve maximum rate frequency.
- 2. New Advertiser/Product Incentive:** New product/advertisers receive a 5% discount off all advertising placed in 2017 with a minimum 3 ad commitment. This discount may be combined with the Continuity Incentive. To qualify as a new product/advertiser, the advertisement must either be for a:
 - a) company that has not advertised in a SLACK Orthopedics publication in the past calendar year
 - b) new product from a company currently advertising with SLACK Orthopedics
 - c) new indication for an existing product currently advertising in SLACK Orthopedics
- 3. Global Continuity Incentive:** To encourage companies to advertise more consistently, the Global Continuity Incentive allows advertisements for an individual product family (Knee, Hip, etc.) to receive a discount based upon the number of issues in which they advertise across all SLACK Orthopedics Publications. Issue insertions do not need to be consecutive. This program may be combined with the New Advertiser/Product Incentive Program.
 - a) 6 issues = 5% off
 - b) 12 issues = 10% off
 - c) 18 issues = 15% off
 - d) 24 issues = 20% off
 - e) 30 issues = 25% off
- 4. 2017 Orthopedics Discounts:**
 - a) Orthopedics Combination Discount: Commit to all 12 issues of Orthopedics Today and get 6 free ads of comparable size in Orthopedics (for example a King 4C in Orthopedics Today earns a Full Page 4C ad in Orthopedics).
 - b) Buy 2, Get 1 Free: Place an ad in 2 issues and get a 3rd ad free. Minimum ad size: 1/2 page.
 - c) Orthotics and Prosthetics Combo Package: Commit to 6 ads in O&P Business News, get 1 free in Orthopedics of the same or smaller ad unit. Minimum ad size: 1/2 page.
 - d) E-Blast Package: Place an ad in Orthopedics and get a free e-blast to our list of 20,000 orthopedic surgeons.
- 5. SLACK Corporate Discount:** Take advantage of SLACK's advertising, custom publishing, event management and other marketing services in 2017 and earn valuable discounts in 2018. Spend levels achieved in the year 2017 will determine your Corporate Discount savings in 2018 based on a total net spend.

- 6. When taking advantage of more than one discount program, discounts must be taken in the following order:**

Gross Cost:

- a) Less New Advertiser/Product Incentive
- b) Less Global Continuity Incentive
- c) Less SLACK Corporate Discount
- d) Less 15% Agency Discount

Equals Net Cost

ISSUANCE AND CLOSING

- 1. First Issue:** January 1978
- 2. Frequency:** 6 times per year
- 3. Issue Dates:** Second week of the month of issue
- 4. Mailing Date & Class:** Mails within the month of issue; Periodical Class.
- 5. Extensions and Cancellations:**
 - 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

- 1. General Editorial Direction:** **ORTHOPEDICS** is a clinical, peer-reviewed magazine composed of original articles in the field of orthopedic medicine. Each issue covers the whole range of orthopedic practice, focusing on clinically relevant problems facing the orthopedist. **ORTHOPEDICS** also provides physicians with an opportunity to earn CME category 1 credits toward recertification. Indexed in **MEDLINE/PubMed**.
- 2. Average Issue Information:**
 - a) **Average number of articles per issue:** 20
 - b) **Average article length:** 6 pages
- 3. Origin of Editorial:**
 - a) **Staff written:** N/A
 - b) **Solicited:** 15%

- c) **Submitted:** 85%
 - e) **Peer review:** Classic peer review - 60% rejection rate
- 4. Editorial Changes in Past 12 Months:** None

CIRCULATION

- 1. Description of Circulation Parameters:**
 - a) **Office-based:** Orthopedic Surgeons, Hand Surgeons, Spine Surgeons, Pediatric Orthopedic Specialists, Musculoskeletal Oncologists, Adult Reconstructive Specialists, Trauma Surgeons and Sports Medicine Specialists.
 - b) **Hospital-based: Residents, Interns and Staff:** All in the specialties covered.
 - c) **Other professional activity:** Medical Teaching, Administration, Research.
 - d) **Military:** Yes
 - e) **Osteopathic specialties:** All in the specialties covered.
- 2. Demographic Selection Criteria:**
 - a) **Age:** N/A
 - b) **Prescribing:** N/A
 - c) **Circulation distribution:**
Controlled: 100%
Request (non-postal): 0%
 - d) **Paid information:**
Association members: N/A
Is publication received as part of dues? No
 - e) **Subscription rates: U.S.:**
\$344/yr. individual;
Outside the U.S.: add \$84
Renewal rate: 85.9%
- 3. Circulation Verification:**
 - a) **Audit:** Publisher's Sworn Statement
 - b) **Mailing House:** Publishers Press
- 4. Anticipated circulation modifications or changes effective January 2017:**
 - a) **Additions:** None
 - b) **Modifications:** None
 - c) **Deletions:** None
 - d) **Estimated total circulation for 2017:** 28,838

GENERAL INFORMATION

- 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 healthcare profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.
- New Product Releases:** Yes
- Editorial Research:** Yes
- Ad Format and Placement Policy:**
 - Format: between articles
 - Ads rotated: Yes
- Ad/Edit Information:** 40/60 Ad/Edit Ratio
- Value-Added Services:**
 - Product Update Section: Space available basis
 - Bonus Distribution: See Calendar.
 - Availability of mailing list: No
- Online Advertising Opportunities:** Contact your sales representative or visit Healio.com/Orthopedics.
- Additional Advertising Opportunities:**
 - BRC Inserts: See insert information under 5b on page 10 for specifications.
 - Split-run advertising: Contact publisher for information.
- Reprint Availability:** Yes, email reprints@healio.com.

AD SPECIFICATIONS

- Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Bleed sizes:*	
	Width	Height	Width	Height
Full Page Spread	15¾" x 10¾"		16½" x 11½"	
Full Page	7¾" x 10¾"		8¾" x 11½"	
½ Page Horizontal	7¾" x 5"		8¾" x 5¾"	
½ Page Vertical	3½" x 10¾"		4" x 11½"	
¼ Page	3½" x 5"			

*Bleed ads use non-bleed size for live area.

- Trim size of journal: 8⅞" x 10⅞"
- To view thumbnails of ads specs, visit Healio.com/slackadspecs.

- Paper Stock:**
 - Inside pages: 45# coated
 - Covers: 80# coated
- Type of Binding:** Perfect bound
- Ad Requirements:** For specifications, go to 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. FTP site available.** Contact sales administrator.
- Disposition of Material:** Ad material will be held one year from date of last insertion and then destroyed unless otherwise notified in writing.

INSERT INFORMATION

- Availability and Acceptance:**
 - Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are also available.
 - Acceptance:** A paper sample of the insert must be submitted to the Publisher for approval.
- Charges:** Furnished inserts billed at black-and-white space rate at frequency earned on a page-for-page basis, plus a \$1,295 non-commissionable binding fee.
- Paper Specifications:**

No. of Pages	Paper Stock		Max Micrometer
	Max	Min	Reading
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 foot.

- Sizes, Specifications and Trim:**
 - Supply size: 8¾" x 11½"

- Trim size:** 8⅞" x 10⅞". Trimming of oversized inserts will be charged at cost. Keep live matter ½" from trim edges and ⅜" from gutter trim. Book is jogged to foot. Trims ⅛" from head, face and foot plus ⅛" gutter grind.
- BRCs:**
 - Pricing:** Charge is \$1,295 when accompanied by a full page advertisement. Non-Commissionable.
 - BRC Specifications:** 3 ½" x 5" minimum to 4 ¼" x 6" maximum; perforated with ½" lip (from perforation) for binding. Add ⅛" for foot trim. Cardstock minimum: 75# bulk or higher.
 - Quantity:** 31,000 (estimated). Exact quantity will be given upon Publisher's approval of insert (or call Publisher prior to closing date).
 - 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.

CONTACT INFORMATION

- Send product insertion orders and ad materials to:**
Denise Ulrich
Sales Administrator
ORTHOPEDECS
c/o SLACK Incorporated
6900 Grove Road
Thorofare, NJ 08086-9447
856-848-1000 x475
Fax: 856-848-6091
dulrich@slackinc.com

NEW SHIPPING ADDRESS FOR 2017

Send inserts and BRCs to:
Jesse Davis
ORTHOPEDECS
Publishers Press, Inc.
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

TERMS AND CONDITIONS

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