



# 2021 RATE CARD

Print

Effective Rate Date: January 2021 for all advertisers.

[Click to view print advertising terms and conditions](#)

## Advertising Office:

### HEALIO STRATEGIC SOLUTIONS

Patrick Duffey  
Vice President/Group Sales Director  
[pduffey@healio.com](mailto:pduffey@healio.com), ext. 262

Nicole Rutter  
Director, Business Development & Market Strategy  
[nrutter@healio.com](mailto:nrutter@healio.com), ext. 305

### Send Product insertion orders and ad materials to:

AnnMarie Haley  
Sales Administrator  
[ahaley@healio.com](mailto:ahaley@healio.com), ext. 263

6900 Grove Road  
Thorofare, NJ 08086-9447  
856-994-9909 • 800-257-8290  
Fax 856-848-6091

### Send inserts and BRCs to:

Lisa Harrold  
ORTHOPEDICS  
The Sheridan Press  
450 Fame Avenue  
Hanover, PA 17331

## RATES

### 1. Space:

<b>Full page</b>	\$2,575 gross
<b>Half page</b>	\$1,800 gross
<b>1/4 page</b>	\$1,240 gross

2. **Color:** No extra charge for standard, matched or 4-color. For metallic color charges contact sales representative for a quote.

3. **Cash discount:** Two percent if paid within ten days of invoice date. No discount allowed after this period.

4. **Bleed:** No charge

### 5. Covers, Special Positions:

- a) **Covers:**
- 1) **Second cover:** 30% premium.
  - 2) **Third cover:** 20% premium.
  - 3) **Fourth cover:** 50% premium.
- b) **Other Special Positions:** 15% premium.

6. **Online Advertising Rates:** Please contact your sales representative for more information.

7. **Recruitment/Classified Rates:** Please contact your sales representative at [slack@kerhgroup.com](mailto:slack@kerhgroup.com). Toll Free: 855-233-8100. Phone: 484-362-2365.

## DISCOUNTS

1. **Combined Earned 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 Healio and SLACK publications to achieve maximum frequency.

### 2. 2021 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.

3. **Corporate Discount:** Take advantage of Healio Strategic Solutions's advertising, custom publishing, event management and other marketing services in 2021 and earn valuable discounts in 2022. Spend levels achieved in the year 2021 will determine your Corporate Discount savings in 2022 based on a total net spend.

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

#### Gross Cost:

- a) Less Healio Strategic Solutions Corporate Discount
- b) 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.
6. **Closing dates:**

Issue Date	Ad Closing	Materials Due
January/ February	12/7/2020	12/21/2020
March/April	2/5/2021	2/22/2021
May/June	4/7/2021	4/23/2021
July/August	6/7/2021	6/23/2021
September/October	8/6/2021	8/23/2021
November/December	10/8/2021	10/26/2021

## 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:**  
Paid: 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.:**  
\$213/yr. individual; Outside the U.S.: add \$92  
**Renewal rate:** 85.9%
3. **Circulation Verification:**
  - a) **Audit:** Publisher's Sworn Statement
  - b) **Mailing House:** Sheridan Press
4. **Anticipated circulation modifications or changes effective January 2021:**
  - a) **Additions:** None
  - b) **Modifications:** Subscription Based
  - c) **Deletions:** None
  - d) **Estimated total circulation for 2021:** 450

## GENERAL INFORMATION

1. **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.
2. **New Product Releases:** Yes
3. **Editorial Research:** Yes
4. **Ad Format and Placement Policy:**
  - a) **Format:** between articles
  - b) **Ads rotated:** Yes
5. **Ad/Edit Information:** 40/60 Ad/Edit Ratio
6. **Value-Added Services:**
  - a) **Product Update Section:** Space available basis
  - b) **Bonus Distribution:** See Editorial Calendar.
  - c) **Availability of mailing list:** No

7. **Online Advertising Opportunities:** Contact your sales representative for more information.
8. **Additional Advertising Opportunities:**
  - a) **BRC Inserts:** See insert information under 5b for specifications.
  - b) **Split-run advertising:** Contact publisher for information.
9. **Reprint Availability:** Yes, email [scsreprints@sheridan.com](mailto:scsreprints@sheridan.com).

## AD SPECIFICATIONS

1. **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	7½" x 10¾"		8¾" x 11½"	
½ Page Horizontal	7½" x 4¾"		8¾" x 5½"	
½ Page Vertical	3¾" x 10¾"		4½" x 11½"	
¼ Page	3¾" x 5"			

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

- a) **Trim size of journal:** 8½" x 10¾"
  - b) To view thumbnails of ads specs, visit [Healio.com/adspecs](http://Healio.com/adspecs).
2. **Type of Binding:** Perfect bound
  3. **Ad Requirements:** For specifications, go to [Healio.com/adspecs](http://Healio.com/adspecs).  
**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.  
**Ad File Submission:** Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Ads are accepted on CD/DVD, via email or uploaded to the Healio Strategic Solutions ftp site. Contact the sales administrator for ftp instructions.
  4. **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

**1. Availability and Acceptance:**

- a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are also available.
- b) **Acceptance:** A paper sample of the insert must be submitted to the Publisher for approval.

**2. Charges:** Furnished inserts billed at black-and-white space rate at frequency earned on a page-for-page basis.

**3. Paper Specifications:**

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

**4. Sizes, Specifications and Trim:**

- a) **Supply size:** 8 3/8" x 11 1/8".
- b) **Trim size:** 8 1/6" x 10 7/8". Trimming of oversized inserts will be charged at cost. Keep live matter 1/2" from trim edges and 3/16" from gutter trim. Book is jogged to foot. Trims 1/8" from head, face and foot plus 1/8" gutter grind.

**5. BRCs:**

- a) **Pricing:** Contact your sales representative for prices. Non-Commissionable.
- b) **BRC Specifications:** 3 1/2" x 5" minimum to 4 1/4" x 6" maximum; perforated with 1/2" lip (from perforation) for binding. Add 1/8" for foot trim. Cardstock minimum: 75# bulk or higher.

**6. Quantity:** 1,250 (estimated). Exact quantity will be given upon Publisher's approval of insert (or call Publisher prior to closing date).

**7. 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 Heallo Strategic Solutions will not be responsible for shortages on press. Make sure all pieces are oriented the same way in the carton (all facing the same direction). Do not include slip sheets in between pieces or shrink wrap in bundles. Additional costs will be incurred if hand work is necessary to remove slip sheets and/or shrink wrapping.