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Stephen Stoneburn



RATES

The American Journal of Orthopedics® 2007 Rates

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
Full Page	\$2,505	\$2,475	\$2,435	\$2,390	\$2,325	\$2,275	\$2,220	\$2,165	\$2,120	\$2,085	\$1,980	\$1,905	\$1,845
Half Page	\$1,630	\$1,605	\$1,595	\$1,560	\$1,515	\$1,450	\$1,440	\$1,410	\$1,380	\$1,360	\$1,300	\$1,245	\$1,205

The American Journal of Orthopedics® 2007 Insert Rates

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
2-Page	\$6,060	\$6,000	\$5,915	\$5,825	\$5,690	\$5,590	\$5,475	\$5,375	\$5,285	\$5,210	\$5,000	\$4,845	\$4,735
4-Page	\$11,100	\$10,975	\$10,810	\$10,630	\$10,365	\$10,160	\$9,935	\$9,730	\$9,545	\$9,405	\$8,975	\$8,670	\$8,445
6-Page	\$16,135	\$15,955	\$15,710	\$15,435	\$15,035	\$14,730	\$14,390	\$14,085	\$13,810	\$13,595	\$12,955	\$12,495	\$12,160
8-Page	\$21,175	\$20,930	\$20,605	\$20,235	\$19,705	\$19,300	\$18,850	\$18,440	\$18,075	\$17,790	\$16,930	\$16,320	\$15,870
10-Page	\$26,215	\$25,910	\$25,500	\$25,040	\$24,380	\$23,870	\$22,305	\$22,795	\$22,340	\$21,980	\$20,910	\$20,145	\$19,585

1. Effective Date and Discounts:

a. Effective Rate Date: January 2007

b. Agency Commission and Cash Discount: Fifteen percent of gross billing on space, color, cover and preferred position charges. Withdrawn on accounts not paid within 30 days of invoice date. A finance charge of 1.5% per month will be applied to all past-due invoices.

c. Rate Subject to Change With 90 Days' Notice:

Contracts accepted with the understanding that rates will be guaranteed for 3 months beyond last issue closed. In the event of a rate increase, contracts may be terminated without penalty of short rate.

2. Earned Rates:

a. Full run: Earned rates are based on frequency of advertising insertions

from individual corporate entities within the 12-month period beginning January 2007 and ending December 2007. The earned rate is determined by the number of insertions. A full page and a fractional page count as single insertions. Each page charged for an insert counts as one insertion. Each demographic or regional page counts as an insertion toward full-run rate.

RATES CONTINUED

b. Incentive Programs:

The Orthopedic Continuity Discount Program

Advertise the same product in 5 issues of *The American Journal of Orthopedics* and receive the 6th insertion free.* Average of unit size will determine free ad unit. Continuity programs apply to calendar year January 2007 through December 2007.

c. New Product Launch Program:

Advertise a launch product in 3 consecutive issues and receive a free* second insertion in the 3rd issue. Average of unit size will determine free ad unit* (prelaunch ads do not count).

Quadrant Corporate Discount:

Corporate manufacturers and their subsidiaries will receive a discount on advertising pages purchased from Quadrant HealthCom, Inc. in 2007.

Full year 2006 NET spending (combined ad space and non-CME projects, including Internet, minus all discounts) with Quadrant will establish the minimum discount levels for all advertising purchased in 2007. Discounts will be applied to only advertising purchased in

Quadrant professional publications. Spend levels and associated discount levels are:

2006 NET Spending	Earned 2007 Discount
\$150,000	1%
\$250,000	2%
\$500,000	3%
\$750,000	4%
\$1,000,000	5%

Order of discount calculations as applicable:

1. Combination frequency
2. Combination buy
3. Other journal discounts applied individually
4. Corporate discount
5. Agency discount

Quadrant Prepayment Plan:

Quadrant HealthCom, Inc. offers an optional prepayment program. Contact Amy L. Clarke, Senior Vice President/Group Publisher for additional details (973-206-8950; amy.clarke@qhc.com).

3. Color:

In addition to earned B&W rates, color rates are per page and apply to full or partial pages.

2-Color Process	\$760
2-Color Matched	\$870
Metallic	\$1,400
3- & 4-Color Process	\$1,540
5 Color (4C + MC)	\$2,410
4C + Metallic	\$2,940

4. Bleed:

No charge

5. Covers and Positions:

a. Covers:

Second cover: B&W earned rate plus 25%, add color charges

Third cover: no premium

Fourth cover: B&W earned rate plus 50%, add color charges

b. Positions:

OPPOSITE TOC:

B&W earned rate plus 10%, add color charges

SPECIAL POSITIONS

B&W earned rate plus 10%, add color charges

Consult Publisher for availability.

6. Classified Rates:

National Account Executives:

Tim LaPella, ext. 138

Drew Endy, ext. 109

Valley Forge Publishing Group

400 Chesterfield Parkway, Suite 100

Malvern, PA 19355

(866) 312-8805 or (610) 854-3770

Fax: (610) 854-3780

* Clients must supply materials for free insertions. Free pages count toward frequency.

INSERT INFORMATION

7. Availability and Acceptance:

- a. **Availability:** 2- to 12-page inserts are available. Demographic and/or geographic inserts are available on a limited basis; consult publisher. BRCs are available on a limited basis; contact Production Manager for specifications.

8. Charges:

- a. **Inserts:** See insert grid, front page
b. **BRC:** \$2,505

9. Sizes and Specifications:

All inserts are supplied untrimmed, folded (except single leaf), and ready for binding.

Maximum paper stock: 80-lb. offset

Maximum micrometer readings: 0.004"

10. Trimming:

Ship folded: 8 1/8" x 11". Trim size of journal is 7 7/8" x 10 3/4".

Keep live matter 3/8" from all trim edges. Book is jogged to head. Head trim is 1/8", foot is 1/8", face and gutter are 1/8" each.

11. Quantity:

33,000.

12. Shipping:

Mark all insert cartons with title of journal, month of issue, advertiser, product name, and insert quantity.

Ship to:

The American Journal of Orthopedics®

RR Donnelley & Sons, Inc.

1600 North Main Street

Pontiac, IL 61764

Attn: Steve Sullivan

(815) 844-1831

ISSUANCE AND CLOSING

13. **First Issue:** July 1972
14. **Frequency:** Monthly
15. **Issue Date:** 1st of the month of publication
16. **Mailing Date & Class:** 8th of each month, Periodicals class
17. **Closing Dates:** See Table

Issue	Closing for ROB & Inserts	Material Due	Inserts Due	Issue	Closing for ROB & Inserts	Material Due	Inserts Due
January	12/8/06	12/15/06	12/27/06	July	6/7/07	6/14/07	6/26/07
February	1/5/07	1/12/07	1/25/07	August	7/6/07	7/13/07	7/25/07
March	2/7/07	2/14/07	2/27/07	September	8/7/07	8/14/07	8/24/07
April	3/7/07	3/14/07	3/27/07	October	9/7/07	9/14/07	9/25/07
May	4/6/07	4/13/07	4/25/07	November	10/5/07	10/12/07	10/25/07
June	5/8/07	5/16/07	5/25/07	December	11/7/07	11/14/07	11/27/07

EDITORIAL

18. **Special Issues:**
January- AAOS Issue #1 (Bonus Distribution)
February – AAOS Issue #2 (Bonus Distribution)
June – Focus: Sports Medicine
July – Focus: Foot & Ankle
August – Focus: Spine (Bonus Distribution)
September – Focus: Fracture Management (Bonus Distribution)
October – Focus: Joint Replacement
December – Focus: Arthroscopy

19. **General Editorial Direction:**
The American Journal of Orthopedics® is a peer-reviewed, practice-oriented clinical journal that serves the educational needs of the surgeon and related sub-specialists.

All feature-length articles are written by orthopedists and other specialists at leading teaching institutions and medical centers. The journal publishes review articles, original studies, and case reports (many enhanced by a thorough review of the literature), and such series as Legal Updates, Tips of the Trade, the Pinnacle Series, 5 Points, Practice Management, and Orthopedic Technologies & Techniques. All articles are listed in the INDEX MEDICUS/MEDLINE database.

20. **Average Issue Information:** (July 2005 to July 2006)
Average number of feature articles per issue: 9
Average article length: 4.5 pages

Editorial departments:
 Practice Management Series
 Pinnacle Series
 Tips of the Trade
 5 Points
 Aspects of Sports Medicine
 Aspects of Trauma
 Legal Updates
 Imaging Rounds/Imaging Consultations
 Orthopedic Technologies & Techniques
 Editorials

21. **Origin of Editorial:** (July 2005 to July 2006)
 a. **Staff written:** 0% of articles
 b. **Solicited:** 10% of articles
 c. **Submitted:** 90% of articles
 d. **Peer review:** All articles submitted are subject to blinded peer review by three Board members. Rejection rate is approximately 45%.

CIRCULATION

22. **Description of Circulation Parameters:**
The American Journal of Orthopedics® circulates to all physicians and osteopaths in orthopedics, trauma, and rheumatology, including residents in these specialties and first-year residents in orthopedics. The orthopedic subspecialties that receive AJO are: adult reconstructive, foot & ankle, hand, musculoskeletal oncology, pediatric orthopedics, spine, sports medicine, and trauma.

23. **Demographic Selection Criteria:**
 a. **Age:** Not applicable
 b. **Prescribing:** Not applicable
 c. **Circulation distribution:** Controlled 99% (66.8% direct request rate), paid 1%.

- d. **Paid information:**
 Association members none
 U.S. paid 233
 Foreign paid 25
- e. **Subscription rates effective 2007:**
 U.S. Individual \$128
 U.S. Institution \$184
 Canada/Mexico \$165
 Foreign/Other Nations
 Surface \$185
 Air \$266

- f. **Renewal rate:** Not available

24. **Circulation Verification:**

- a. **Audit:** BPA®
 b. **Mailing house:** Direct Medical Data



25. **Coverage:**
 a. **Have any specialties been combined in the grid?** Yes
 b. **Date and source of breakdown:** July 2006 BPA® Statement
 c. **Circulation breakdown:** See grid on next page

26. **Anticipated Circulation Modifications or Changes Effective January 2007:**

- a. **Additions:** None
 b. **Modifications:** None
 c. **Deletions:** None
 d. **Estimated total circulation for 2007:** 29,500

	Office-Based	Residents & Interns	Hospital Staff	Medical Teaching	Armed Forces	Osteopath O/H	Totals
Orthopedic Surgery, Adult Reconstructive Orthopedics	159	25	3	9	5	6	207
Orthopedic Surgery, Foot and Ankle	45	10	1	2	3	4	65
Orthopedic Surgery, Hand Surgery	0	80	0	0	2	0	82
Surgery, Hand	1,317	0	35	36	20	27	1,435
Hand Surgery, Plastic	0	13	0	0	0	0	13
Orthopedic Surgery, Musculoskeletal Oncology	47	9	2	4	0	0	62
Orthopedic Surgery, Pediatric Orthopedics	246	16	40	11	7	6	326
Orthopedic Surgery, Spine	462	22	10	7	12	22	535
Orthopedic Surgery, Sports Medicine/Em. Sports Med.	843	75	11	23	20	12	984
Orthopedic Surgery, Trauma	61	9	7	4	1	3	85
Surgery, Orthopedic	16,530	2,883	568	449	435	1,005	21,870
Rheumatology	2,970	298	169	35	82	96	3,650
Surgery, Traumatic	115	0	62	1	6	6	190
Total Controlled Circulation	22,795	3,440	908	581	593	1,187	29,504
U.S. Paid							233
Foreign Paid							25
Grand Total							29,762

GENERAL INFORMATION

27. Requirements for Advertising

Acceptance:

Professional and nonprofessional products or services are subject to Editorial Board and Publisher approvals and are accepted provided they are in harmony with the policy of service to the medical professions. Nonprofessional product and service advertisers should submit copy two weeks prior to closing date. In consideration of the acceptance of the advertisement (subject always to the other terms and conditions of our Rate Card), the agency and the advertiser must, in respect of the contents of the advertisement, indemnify and save the Publisher harmless against any expense arising from claims or actions against the Publisher

because of the publication of the contents of the advertisement.

28. New Product Releases: Yes

29. Editorial Research: Topics are occasionally post-tested to measure readership response to individual articles. A periodic questionnaire is also sent to orthopedic surgeons concerning their practice, use of devices, drug prescribing, etc.

30. Ad Format and Placement Policy:

a. Format:

- | | |
|----------------------|-----|
| 1. Between articles? | Yes |
| 2. Welled? | No |
| 3. Stacked? | No |
| 4. Within articles? | Yes |

b. Are ads rotated?

Yes

31. Ad/Edit Ratio Information:

Advertising-editorial ratio: 45/55

32. Services:

a. Ad studies: Yes

b. Editorial reprints:

Blake Rebisz (973) 206-8963
Fax: (973) 206-9378

c. Other:

1. Publication of special supplements
2. Special events and custom publications

MECHANICAL SPECIFICATIONS

	Width/Depth	
	Ad Sizes	Bleed Sizes
2-page spread	15" x 10"	16 1/4" x 11"
1 page	7" x 10"	8 1/8" x 11"
1/2 page (h)	7" x 4 7/8"	8 1/8" x 5 1/2"
1/2 page (v)	3 3/8" x 10"	4" x 11"
1/4 page (v)	3 3/8" x 4 7/8"	4 1/8" x 5 1/4"

33. Ad Sizes & Bleed Sizes:

- a. Hold live matter 3/8" from all sides
- b. Trim size is 7 7/8" x 10 3/4"

34. Paper Stock:

- a. Inside pages: 45-lb. coated

- b. Covers: 70-lb. coated

35. Type of Binding: Perfect bound

36. Reproduction Requirements:

a. Follow "Specifications for Web Offset Publications" (SWOP) guidelines.

b. 133-line screen recommended.

Maximum density 280%. Body and cover printed heat-set web offset.

37. Accepted Materials:

Electronic files: PDF x1a, PDF, InDesign. Digital contract color proof required.

Send reproduction materials to:

The American Journal of Orthopedics®
Quadrant HealthCom, Inc.
7 Century Drive, Suite 302
Parsippany, NJ 07054-4609
Attn: Pamela Donacien
(973) 206-8012

38. Materials Policy:

Materials, including inserts, film and electronic files, will be held one year from date of last insertion and then destroyed.