

STAFF



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President/CEO:
Stephen Stoneburn



RATES

The American Journal of Orthopedics® 2008 Rates

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
Full Page	\$2,555	\$2,525	\$2,485	\$2,440	\$2,370	\$2,320	\$2,265	\$2,210	\$2,160	\$2,125	\$2,020	\$1,945	\$1,880
Half Page	\$1,665	\$1,635	\$1,625	\$1,590	\$1,545	\$1,480	\$1,470	\$1,440	\$1,410	\$1,385	\$1,325	\$1,270	\$1,230

The American Journal of Orthopedics® 2008 Insert Rates

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
2-Page	\$6,180	\$6,120	\$6,035	\$5,940	\$5,805	\$5,700	\$5,585	\$5,485	\$5,390	\$5,315	\$5,100	\$4,940	\$4,830
4-Page	\$11,320	\$11,195	\$11,025	\$10,845	\$10,570	\$10,365	\$10,135	\$9,925	\$9,735	\$9,595	\$9,155	\$8,845	\$8,615
6-Page	\$16,460	\$16,275	\$16,025	\$15,745	\$15,335	\$15,025	\$14,680	\$14,365	\$14,085	\$13,865	\$13,215	\$12,745	\$12,405
8-Page	\$21,600	\$21,350	\$21,015	\$20,640	\$20,100	\$19,685	\$19,225	\$18,810	\$18,435	\$18,145	\$17,270	\$16,645	\$16,185
10-Page	\$26,740	\$26,430	\$26,010	\$25,540	\$24,870	\$24,345	\$23,770	\$23,250	\$22,785	\$22,420	\$21,330	\$20,550	\$19,975

1. Effective Date and Discounts:

- Effective Rate Date:** January 2008
- 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 Withdrawn on accounts not paid within 30 days of invoice date.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.
- 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:

- Full run:** Earned rates are based on frequency of advertising insertions from individual corporate entities within the 12-month period beginning January 2008 and ending December 2008. 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:

Product Launch Program: Commit to advertise a launch product in 5 consecutive issues and receive a 25% discount on the 3rd insertion and the 6th insertion free.* Average unit size will determine free ad unit* (prelaunch ads do not count). Continue your launch schedule for 3 additional consecutive issues and receive 25% off the 9th insertion; and run for 3 additional consecutive issues and earn 25% off your 12th insertion.

3-6-9-12 Discount: Each product that advertised in 2007 qualifies for the following 4 discounts within the calendar year of January 2008 through December 2008:

- 3 insertions (same product): 25% off the 3rd insertion.
- 6 insertions (same product): 25% off the 3rd insertion and 25% off the 6th insertion.
- 9 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion and 25% off the 9th insertion.
- 12 insertions (same product): 25% off the 3rd insertion, 25% off the 6th insertion, 25% off the 9th insertion and 25% off the 12th insertion.

New Business Incentive Program:

Established products that have not run in *The American Journal of Orthopedics*® during 2007 can qualify for the new business incentive program. Advertise a new product in 5 issues and receive 25% off the 3rd insertion and the 6th insertion free*; continue and receive 25% off the 9th insertion and 25% off the 12th insertion within the calendar year of January 2008 through December 2008. The 6th insertion must be the same size as or smaller than those placed for the qualifying previous 5 insertions.

Quadrant Corporate Discount:

Corporate manufacturers and their subsidiaries will receive a discount on advertising pages purchased from Quadrant HealthCom, Inc. in 2008. Full year 2007 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 2008. Discounts will be applied to only advertising purchased in Quadrant professional publications. Spend levels and associated discount levels are:

2007 NET Spending	Earned 2008 Discount
\$150,000	1%
\$250,000	2%
\$500,000	3%
\$750,000	4%
\$1,000,000	5%
\$1,500,000	7%
\$2,000,000	9%

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

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 Sharon Finch, Senior Vice President/Group Publisher for additional details (973-206-8952; sharon.finch@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	3- & 4-Color Process	\$1,540
2-Color Matched	\$870	5 Color (4C + MC)	\$2,410
Metallic	\$1,400	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
2570 Boulevard of the Generals, Suite 220
Norristown, PA 19403
(866) 312-8805 or (610) 854-3770 Fax: (610) 854-3780

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

INSERT INFORMATION

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	12/7/07	12/14/07	12/27/07	July	6/6/08	6/13/08	6/26/08
February	1/4/08	1/11/08	1/25/08	August	7/7/08	7/14/08	7/25/08
March	2/7/08	2/14/08	2/27/08	September	8/7/08	8/14/08	8/25/08
April	3/7/08	3/14/08	3/27/08	October	9/8/08	9/15/08	9/25/08
May	4/7/08	4/14/08	4/25/08	November	10/6/08	10/14/08	10/27/08
June	5/8/08	5/16/08	5/27/08	December	11/7/08	11/14/08	11/26/08

EDITORIAL

18. Special Issues:

January- AAOS Convention Issue
February – AAOS Convention Issue
March – Arthritis
April – Oncology
May – Foot & Ankle
June – Sports Medicine
July – Shoulder
August – Spine
September – Fracture Management
October – Total Joint Replacement
November – Biologics
December – 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 2006 to July 2007)

Average number of feature articles per issue: 13 (9 in print issue and 4 E-published)
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 2006 to July 2007)

- 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 50%.

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
Paid	259

- e. **For subscription rates, contact 1-800-480-4851.**
- 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 2007 BPA® Statement
- c. **Circulation breakdown:** See grid on next page



	Office-Based	Residents & Interns	Hospital Staff	Medical Teaching	Armed Forces	Osteopath O/H	Totals
Orthopedic Surgery, Adult Reconstructive Orthopedics	178	25	3	11	6	6	229
Orthopedic Surgery, Foot and Ankle	58	13	2	2	4	4	83
Orthopedic Surgery, Hand Surgery	0	93	0	0	0	0	93
Surgery, Hand	1,336	0	39	40	25	27	1,467
Hand Surgery, Plastic	0	13	0	0	0	0	13
Orthopedic Surgery, Musculoskeletal Oncology	45	6	2	5	1	0	59
Orthopedic Surgery, Pediatric Orthopedics	240	14	46	15	5	4	324
Orthopedic Surgery, Spine	506	20	16	8	13	20	583
Orthopedic Surgery, Sports Medicine/Em. Sports Med.	898	91	21	20	22	15	1067
Orthopedic Surgery, Trauma	73	4	7	9	1	3	97
Surgery, Orthopedic	16,376	2,889	612	443	466	1,052	21,838
Rheumatology	3,023	307	175	35	96	95	3,731
Surgery, Traumatic	130	0	65	2	8	9	214
Total Controlled Circulation	22,863	3,475	988	590	647	1,235	29,798
Paid							259
Grand Total							30,057

GENERAL INFORMATION

26. 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.

27. New Product Releases: Yes

28. 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.

29. Ad Format and Placement Policy:

- a. Format:**
- Between articles? Yes
 - Welled? No
 - Stacked? No
 - Within articles? Yes
- b. Are ads rotated? Yes**

30. Ad/Edit Ratio Information:

Advertising-editorial ratio: 45/55

31. Services:

- a. Ad studies:** Yes
- b. Editorial reprints:**
Blake Rebisz (973) 206-8963
Fax: (973) 206-9378
- c. Other:**
- Publication of special supplements
 - 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"

32. Ad Sizes & Bleed Sizes:

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

33. Paper Stock:

- a. Inside pages:** 45-lb. coated
- b. Covers:** 70-lb. coated

34. Type of Binding: Perfect bound

35. 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.

36. 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

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