

### STAFF



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President/CEO:**  
Stephen Stoneburn



### RATES

#### The American Journal of Orthopedics® 2010 Rates

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
Full Page	\$2,685	\$2,650	\$2,610	\$2,565	\$2,490	\$2,440	\$2,380	\$2,320	\$2,270	\$2,235	\$2,120	\$2,045	\$1,975
Half Page	\$1,750	\$1,720	\$1,710	\$1,675	\$1,620	\$1,555	\$1,545	\$1,515	\$1,480	\$1,455	\$1,390	\$1,335	\$1,290

#### The American Journal of Orthopedics® 2010 Insert Rates

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
2-Page	\$6,490	\$6,430	\$6,340	\$6,240	\$6,100	\$5,985	\$5,870	\$5,765	\$5,660	\$5,585	\$5,360	\$5,190	\$5,075
4-Page	\$11,895	\$11,760	\$11,580	\$11,395	\$11,105	\$10,890	\$10,650	\$10,430	\$10,225	\$10,085	\$9,620	\$9,290	\$9,055
6-Page	\$17,295	\$17,100	\$16,835	\$16,540	\$16,110	\$15,785	\$15,420	\$15,090	\$14,800	\$14,565	\$13,880	\$13,390	\$13,030
8-Page	\$22,695	\$22,430	\$22,080	\$21,685	\$21,120	\$20,680	\$20,195	\$19,765	\$19,370	\$19,065	\$18,145	\$17,490	\$17,005
10-Page	\$28,090	\$27,770	\$27,325	\$26,830	\$26,125	\$25,575	\$24,975	\$24,430	\$23,940	\$23,555	\$22,410	\$21,590	\$20,985

**1. Effective Date and Discounts:**

- a. **Effective Rate Date:** January 2010
- b. **Agency Commission:** 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 Withdrawn on accounts not paid within 30 days of invoice date.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. Earned rates are based on frequency of advertising insertions from individual corporate entities within the 12-month period beginning January 2010 and ending December 2010. The earned rate is determined by the number of insertions. A full page and a fractional

#### 2010 Color Rates

2-Color Standard	\$785	3- & 4-Color Process	\$1,585
2-Color Matched	\$900	5-Color (4C + MC)	\$2,485
Metallic	\$1,445	4C + Metallic	\$3,030

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. **Corporate Frequency Combination:** Earned frequency will be calculated for a corporate parent and its subsidiaries based on the combination of all full and partial pages that are scheduled in Quadrant HealthCom Inc. journals in 2010. If a journal's maximum rate is lower than the total frequency earned, then the maximum rate of the journal

## RATES CONTINUED

will be the earned rate. Split runs pages count as full pages towards frequency. Short rates apply if corporate frequency is not achieved. (The highest frequency available is 144x on all journals combined.)

### 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 2009 qualifies for the following 4 discounts within the calendar year of January 2010 through December 2010:

- 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 2009 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 2010 through December 2010. The 6th insertion must be the same size as or smaller than those placed for the qualifying previous 5 insertions.

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

### Combination Buy

Advertise the same product in the same month in any two qualifying journals (*The American Journal of Orthopedics*®, *Clinician Reviews*®, *Emergency Medicine*®, *Federal Practitioner*™, *Neurology Reviews*®, *Pulmonary Reviews*®) and receive a 15% discount off the earned rate in each journal (B&W and color); advertise the same product in the same month in any three or more qualifying journals and receive a 20% discount off the earned rate in each journal.

**Corporate Discount:** Corporate manufacturers and their subsidiaries will receive a discount on advertising pages purchased from Quadrant HealthCom Inc. in 2010. Full year 2009 NET advertising spend with Quadrant will establish the minimum discount levels for all advertising purchased in 2010. Discounts will be applied to only advertising purchased in Quadrant professional publications. The Quadrant Corporate Discount is applied to the adjusted gross cost after all other earned discounts have been applied. Spend levels and associated discounts are:

2009 NET Spending	Earned 2010 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%

### Order of Discount Calculations as Applicable:

1. Corporate Frequency Combination
2. Continuity Program
3. Combination Buy
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.

**4. Bleed:** No charge

### 5. Covers and Positions:

- a. **Covers:**  
**Second cover:** B&W earned rate plus 25%, add color charges  
**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:

Valley Forge Publishing Group  
 National Account Executive: Tim LaPella, ext. 138  
 2570 Boulevard of the Generals, Suite 220  
 Norristown, PA 19403  
 (866) 312-8805 or (610) 854-3770 Fax: (610) 854-3780  
 tlapella@valleyforgepress.com

## 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:** \$2,685

### 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:** 1<sup>st</sup> of the month of publication

16. **Mailing Date & Class:** 8<sup>th</sup> 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	12/8/09	12/15/09	12/28/09	July	6/8/10	6/15/10	6/25/10
February	1/5/10	1/12/10	1/26/10	August	7/7/10	7/14/10	7/27/10
March	2/5/10	2/12/10	2/26/10	September	8/6/10	8/13/10	8/25/10
April	3/5/10	3/12/10	3/26/10	October	9/8/10	9/15/10	9/24/10
May	4/7/10	4/14/10	4/27/10	November	10/6/10	10/13/10	10/27/10
June	5/7/10	5/14/10	5/26/10	December	11/5/10	11/12/10	11/25/10

## EDITORIAL

18. **Special Issues:**

**January-** AAOS Convention Issue

**February** – AAOS Convention Issue

**March** – Arthritis

**April** – Hand

**May** – Foot & Ankle

**June** – Sports Medicine

**July** – Shoulder

**August** – Navigation/Robotics

**September** – Fracture Management

**October** – Hip and Knee Arthroplasty

**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 subspecialists. 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 5 Points, Legal Updates, Tips of the Trade, the Pinnacle Series, Practice Management, and Orthopedic Technologies & Techniques. All articles are listed in the INDEX MEDICUS/MEDLINE database and in Scopus.

20. **Average Issue Information:** (July 2008 to July 2009)

**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 2008 to July 2009)

**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 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 *The American Journal of Orthopedics*® 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%, paid 1%.

**d. Paid information:**

Association members: none

Paid: 239

**e. For subscription rates, contact 800-480-4851.**

**f. Renewal rate:** Not available

24. **Circulation Verification:**

**a. Audit:** BPA®

**b. Mailing house:** Healthcare Data Solutions

25. **Coverage:**

**a. Have any specialties been combined in the grid?** Yes

**b. Date and source of breakdown:** BPA®, July 2009 issue.

**c. Circulation breakdown:** See grid on next page



	Office-Based	Hospital Staff	Medical Teaching	Armed Forces	Osteopath O/H	Totals
Orthopedic Surgery, Adult Reconstructive Orthopedics	1,282	137	50	17	103	1,589
Orthopedic Surgery, Foot and Ankle	257	67	15	7	11	357
Orthopedic Surgery, Spine	558	84	24	9	54	729
Orthopedic Surgery, Hand Surgery	628	147	21	12	29	837
Surgery, Hand	401	28	12	5	5	451
Orthopedic Surgery, Musculoskeletal Oncology	90	39	7	2	7	145
Orthopedic Surgery, Pediatric Orthopedics	713	194	19	4	27	957
Orthopedic Surgery, Sports Medicine	1,433	119	39	30	113	1734
Em. Sports Med.	168	26	4	0	45	243
Orthopedic Surgery, Trauma	373	151	19	8	46	597
Hand Surgery, Plastic	54	26	2	0	137	82
Rheumatology	2,830	418	42	15	963	3,447
Surgery, Orthopedic	13,158	3,454	176	152	267	18,159
Surgery, Traumatic	107	68	9	1	4	195
<b>Total Controlled Circulation</b>	<b>22,052</b>	<b>4,958*</b>	<b>439</b>	<b>262</b>	<b>1,811</b>	<b>29,522</b>

\*Includes all interns and residents.

## 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:**
1. Between articles? Yes
  2. Welled? No
  3. Stacked? No
  4. Within articles? No
- 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:**
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"

- 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  
pamela.donacien@qhc.com

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