

### STAFF



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**President/CEO:**  
Stephen Stoneburn



### RATES

#### The American Journal of Orthopedics® 2009 Rates

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
Full Page	\$2,630	\$2,600	\$2,560	\$2,515	\$2,440	\$2,390	\$2,335	\$2,275	\$2,225	\$2,190	\$2,080	\$2,005	\$1,935
Half Page	\$1,715	\$1,685	\$1,675	\$1,640	\$1,590	\$1,525	\$1,515	\$1,485	\$1,450	\$1,425	\$1,365	\$1,310	\$1,265

#### The American Journal of Orthopedics® 2009 Insert Rates

Frequency	1x	3x	6x	12x	18x	24x	36x	48x	60x	72x	96x	120x	144x
2-Page	\$6,365	\$6,305	\$6,215	\$6,120	\$5,980	\$5,870	\$5,755	\$5,650	\$5,550	\$5,475	\$5,255	\$5,090	\$4,975
4-Page	\$11,660	\$11,530	\$11,355	\$11,170	\$10,885	\$10,675	\$10,440	\$10,225	\$10,025	\$9,885	\$9,430	\$9,110	\$8,875
6-Page	\$16,955	\$16,765	\$16,505	\$16,215	\$15,795	\$15,475	\$15,120	\$14,795	\$14,510	\$14,280	\$13,610	\$13,125	\$12,775
8-Page	\$22,250	\$21,990	\$21,645	\$21,260	\$20,705	\$20,275	\$19,800	\$19,375	\$18,990	\$18,690	\$17,790	\$17,145	\$16,670
10-Page	\$27,540	\$27,225	\$26,790	\$26,305	\$25,615	\$25,075	\$24,485	\$23,950	\$23,470	\$23,095	\$21,970	\$21,165	\$20,575

**1. Effective Date and Discounts:**

- a. **Effective Rate Date:** January 2009
- 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 Withdrawn on accounts not paid within 30 days of invoice date.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 2009 and ending

#### 2009 Color Rates

2-Color Standard	\$770	3- & 4-Color Process	\$1,555
2-Color Matched	\$880	5 Color (4C + MC)	\$2,435
Metallic	\$1,415	4C + Metallic	\$2,970

December 2009. 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.  
**Corporate Frequency Combination:** Earned frequency will be calculated for a corporate parent and its subsidiaries

## RATES CONTINUED

based on the combination of all full and partial pages that are scheduled in Quadrant HealthCom Inc. journals in 2009. If a journal's maximum rate is lower than the total frequency earned, then the maximum rate of the journal will be the earned rate. Split runs pages count as full pages towards frequency. Short rates apply if corporate frequency is not achieved.

### 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 2008 qualifies for the following 4 discounts within the calendar year of January 2009 through December 2009:

- 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 2008 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 2009 through December 2009. The 6th insertion must be the same size as or smaller than those placed for the qualifying previous 5 insertions.

**Corporate Discount:** Corporate manufacturers and their subsidiaries will receive a discount on advertising pages purchased from Quadrant HealthCom Inc. in 2009. Full year 2008 NET advertising spend with Quadrant will establish the minimum discount levels for all advertising purchased in 2009. 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:

2008 NET Spending	Earned 2009 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. Corporate Frequency Combination
2. Journal Specific Discount Programs
3. Corporate Discount
4. 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

**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:

Valley Forge Publishing Group

National Account Executives:

Tim LaPella, ext. 138, Drew Endy, ext. 109

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:** \$2,630

## 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:** 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	12/8/08	12/15/08	12/26/08	July	6/8/09	6/15/09	6/26/09
February	1/5/09	1/12/09	1/26/09	August	7/7/09	7/14/09	7/27/09
March	2/6/09	2/13/09	2/27/09	September	8/7/09	8/14/09	8/25/09
April	3/6/09	3/13/09	3/27/09	October	9/8/09	9/15/09	9/25/09
May	4/7/09	4/14/09	4/27/09	November	10/6/09	10/13/09	10/27/09
June	5/7/09	5/14/09	5/26/09	December	11/6/09	11/13/09	11/25/09

## 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** – Spine

**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 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 and in Scopus.

### 20. Average Issue Information: (July 2007 to July 2008)

**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 2007 to July 2008)

**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: 266

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

**f. Renewal rate: Not available**

### 24. Circulation Verification:

**a. Audit:** BPA®

**b. Mailing house:** Direct Medical Data & SK&A List Services, Inc.

### 25. Coverage:

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

**b. Date and source of breakdown:** August 2008

**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	1,084	52	28	13	81	1,258
Orthopedic Surgery, Foot and Ankle	245	21	11	4	6	287
Orthopedic Surgery, Hand Surgery	455	26	14	11	17	523
Surgery, Hand	505	14	15	6	8	548
Hand Surgery, Plastic	42	4	1	0	0	47
Orthopedic Surgery, Musculoskeletal Oncology	88	17	6	1	7	119
Orthopedic Surgery, Pediatric Orthopedics	805	73	23	2	5	908
Orthopedic Surgery, Spine	525	20	13	9	27	594
Orthopedic Surgery, Sports Medicine/Em. Sports Med.	1,595	71	33	25	93	1,817
Orthopedic Surgery, Trauma	316	53	14	3	17	403
Surgery, Orthopedic	15,478	857	2,001	142	636	19,114
Rheumatology	2,876	277	835	16	80	4,084
Surgery, Traumatic	95	70	27	2	8	202
<b>Total Controlled Circulation</b>	<b>24,109</b>	<b>1,555</b>	<b>3,021</b>	<b>234</b>	<b>985</b>	<b>29,904</b>
Paid						266
<b>Grand Total</b>						<b>30,170</b>

## 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. 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, discs, and electronic files, will be held one year from date of last insertion and then destroyed.