



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

Advertising Office:

HEALIO STRATEGIC SOLUTIONS

Advertising Solutions

Christine Martynick
Senior Vice President,

Advertising Solutions & Agency Partnerships
cmartynick@healiohss.com, ext. 416

Nicole Rutter

Director, Market Strategy and Business Development
nrutter@healiohss.com, ext. 305

Deep Engagement Solutions

Matt Dechen
Senior Vice President,

Deep Engagement Solutions
mdechen@healiohss.com, ext. 200

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

Ann Marie Haley
Sales Administrator
ahaley@healiohss.com, ext. 263

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

Send inserts and BRCs to:

Catherine DePinto
ORTHOPEDICS
The Sheridan Press
450 Fame Avenue
Hanover, PA 17331

2024 RATE CARD

Print

Effective Rate Date: January 2024 for all advertisers.

RATES

1. **Space:**

Full page	\$2,840 gross
Half page	\$1,980 gross
1/4 page	\$1,365 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. 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. **2024 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 2024 and earn valuable discounts in 2025. Spend levels achieved in the year 2024 will determine your Corporate Discount savings in 2025 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 Date:** Mails within the issue month.

4. **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.

5. **Closing dates:**

Issue Date	Ad Closing	Materials Due
January/February	12/4/2023	12/20/2023
March/April	2/5/2024	2/21/2024
May/June	4/5/2024	4/22/2024
July/August	6/5/2024	6/24/2024
September/October	8/5/2024	8/23/2024
November/December	10/4/2024	10/25/2024

EDITORIAL

1. **General Editorial Direction:** ORTHOPEDICS is a clinical, peer-reviewed journal 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. 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: 0%
 - c) Submitted: 100%
 - d) Peer review: Classic peer review - 75% 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.:
 - \$271/yr. individual; Outside the U.S.: add \$85
 - Canada: add 5% tax/yr.
 - 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 2024:
 - a) Additions: None
 - b) Modifications: Subscription Based
 - c) Deletions: None
 - d) Estimated total circulation for 2024: 316

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. Value-Added Services:

Meeting	Issue
AAOS	JAN/FEB
AAHKS	SEPT/OCT
OT Hawaii 2025	NOV/DEC

6. Ad/Edit Information: 40/60 Ad/Edit Ratio

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 Sheridan Content Solutions at scsreprints@sheridan.com.

10. Publisher's Liability: The Publisher shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents or other circumstances beyond the Publisher's control.

11. Indemnification of Publisher: In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.

12. Competitor Information: ORTHOPEDICS does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.

13. Advertisorials: In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "Advertisorial" or "Advertisement" will be prominently displayed in 10 point, black type, in ALL CAPS at the center top of each page.

14. Billing Policy: Billing to an advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

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	7¾" x 10¾"		8¾" x 11½"	
½ Page Horizontal	7¾" x 4¾"		8¾" x 5½"	
½ Page Vertical	3¾" x 10¾"		4¾" x 11½"	
¼ Page	3¾" x 5"			

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

- a) Trim size of journal: 8¾" x 10¾"
- b) To view thumbnails of ads specs, visit healio.com/adspecs.

2. Type of Binding: Perfect bound

3. Ad Requirements: For specifications, go to 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. Contact the sales administrator for file sharing options.

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 1/8" 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:** 300 (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 Heilio 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.