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APRIL 2019 VOL 38 / NO 4

Orthopedicstoday

THE ONLY INDEPENDENT CLINICAL NEWS SOURCE

MEETING COVERAGE

- Discussion focuses on Orthopedic Surgeons New Orleans March 16-22, 2019
- No compromise in joint reconstruction techniques noted when it comes to the use of minimally-invasive approaches
- Low infection rates seen in patients treated with minimally-invasive approaches
- Biographic action score for books free to Black Enterprise
- Practical use of high-risk orthopedic patients yields 20% reduction in infection rate
- Study identifies, validates reduced infection rates in 30-year period

COVER STORY

Time to take another look at second-look knee arthroscopy

Pages 10

Nicholas A. Spinelli, MD, second-look arthroscopy can be valuable when used during removal of anterior cruciate ligament grafts or meniscal fractures.

SURGICAL TECHNIQUE

Single-incision piriformis-sparing posterior THA approach does not require special instruments

EXCLUSIVE - BUSINESS OF ORTHOPEDICS

Orthopedic groups should consider strategic options now

By Gary M. Hirschowitz, MD

in the Journals

- Review: Longer wait for hip fracture surgery linked with increased mortality
- Study: Total joint reconstruction: Pain, function was similar after 10k to 20k steps, even obese patients

Circulation: 29,662

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2019 RATE CARD

Print

Effective Rate Date: January 2019 for all advertisers.

RATES

1. Black-and-White rates:

Frequency	King Page	3/4 Page	Island/Half Page	1/3 Page	1/4 Page	1/8 Page
1x	\$4,645	\$4,115	\$3,385	\$2,720	\$2,325	\$1,400
3x	4,595	4,070	3,300	2,680	2,310	1,385
6x	4,520	4,045	3,250	2,635	2,305	1,365
12x	4,455	3,945	3,190	2,540	2,265	1,335
18x	4,370	3,830	3,080	2,480	2,245	1,295
24x	4,310	3,780	3,015	2,430	2,195	1,220
36x	4,195	3,645	2,950	2,375	2,170	1,200
48x	3,880	3,390	2,720	2,195	2,040	1,100
60x	3,815	3,325	2,695	2,135	1,935	1,065
72x	3,730	3,220	2,665	2,120	1,915	1,020
96x	3,610	3,165	2,595	2,040	1,885	1,000
120x	3,595	3,115	2,575	2,010	1,845	960
144x	3,545	3,075	2,520	1,970	1,815	910
196x	3,510	3,045	2,475	1,925	1,770	875
252x	3,475	3,010	2,450	1,890	1,730	845

Color: In addition to earned black-and-white rates.

Charge per color per page or fraction	
Standard color	\$710
Matched color	860
Metallic color	1,230
Four color	2,000
Four color + PMS	2,705
Four color + Metallic	3,060

2. Rates:
- a) Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full page and fractional pages count as single insertions. Each page of an insert counts as one insertion.
 - b) **Agency commission:** Fifteen percent gross billings on space, color, cover and preferred position charges.
 - c) **Cash discount:** Two percent if paid within ten days of invoice date. No discount allowed after this period.

- 3. **Bleed:** No charge.
- 4. **Covers and Special Positions:**
 - a) **Covers:**
 - Second cover: Earned b/w rate plus 25%. Color additional
 - Third cover: Earned b/w rate plus 15%. Color additional.
 - Fourth cover: Earned b/w rate plus 50%. Color additional.
 - b) **Other Special Positions:** Earned b/w rate plus 15%. Color additional.
- 5. **Online Advertising Rates:** Please contact your sales representative for more information.
- 6. **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:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in all SLACK publications to achieve maximum rate frequency.
- 2. New Advertiser/Product Incentive:** New product/advertisers receive a 5% discount off all advertising placed in 2019 with a minimum 3 ad commitment. This discount may be combined with the Continuity Incentive. To qualify as a new product/advertiser, the advertisement must either be for a:
 - a) company that has not advertised in a SLACK Orthopedics publication in the past calendar year
 - b) new product from a company currently advertising with SLACK Orthopedics
 - c) new indication for an existing product currently advertising in SLACK Orthopedics
- 3. 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).
- 4. Global Continuity Incentive:** To encourage companies to advertise more consistently, the Global Continuity Incentive allows advertisements for an individual product family (Knee, Hip, etc.) to receive a discount based upon the number of issues in which they advertise across all SLACK Orthopedics Publications. Issue insertions do not need to be consecutive. This program may be combined with the New Advertiser/Product Incentive Program.

a) 6 issues = 5% off	d) 24 issues = 20% off
b) 12 issues = 10% off	e) 30 issues = 25% off
c) 18 issues = 15% off	
- 5. SLACK Corporate Discount:** Take advantage of SLACK's advertising, custom publishing, event management and other marketing services in 2019 and earn valuable discounts in 2020. Spend levels achieved in the year 2019 will determine your Corporate Discount savings in 2020 based on a total net spend.
- 6. When taking advantage of more than one discount program, discounts must be taken in the following order:**

Gross Cost:

 - a) Less New Advertiser/Product Incentive
 - b) Less Global Continuity Incentive
 - c) Less SLACK Corporate Discount
 - d) Less 15% Agency Discount

Equals Net Cost

ISSUANCE AND CLOSING

- 1 First Issue: January 1981
- 2 Frequency: 12 times per year
- 3 Issue Dates: Second week of the month of issue
- 4 Mailing Date & Class: Mails within the month of issue; Periodical Class.

5. 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.

EDITORIAL

- 1. General Editorial Direction:** ORTHOPEDICS TODAY delivers news of the latest advances and gold standards in the practice of musculoskeletal health care. This publication meets the continuing needs of the orthopedist for practical, useful and timely information by providing news coverage of scientific conferences and new surgical techniques. Reports on new devices, drugs and instrumentation supply orthopedic surgeons with information on advances in orthopedic technology. Interviews and round table discussions with orthopedic opinion leaders on topics of interest to the orthopedic community appear regularly.
- 2. Average Issue Information:**
 - a) **Average number of articles per year:** 300
 - b) **Average article length:** 600 words
 - c) **Editorial Departments/Features:** Infection Watch, Roundtable Discussions, 4 Questions Interview with Dr. Romeo, Orthopedic Medical Legal Advisor, Business of Orthopedics, Emerging Technology and Innovation, Physician Perspective, In the Journals, Surgical Techniques, Cover Story, Peer Perspective, Meeting Highlights
- 3. Origin of Editorial:**
 - a) **Staff Written:** 50%
 - b) **Solicited:** 30%
 - c) **Submitted:** 5%
 - d) **Articles or abstracts from meetings or other publications:** 15%

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, Sports Medicine Specialists, and Physician Assistants in Orthopedic Surgery.
 - 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:**
Controlled: 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.:**
\$391/yr. individual; Outside U.S. add \$89 per/yr.
3. Circulation Verification:
 - a) **Audit:** Business Publication Audits Worldwide (BPA)
 - b) **Mailing House:** LSC Communications
4. Coverage: Date and source of breakdown: [BPA Worldwide, July 2018](#)
5. **Estimated total circulation for 2019:** 29,662

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:** within articles
 - b) **Ads rotated:** Yes
- 5. Ad/Edit Information:** 50/50 Ad/Edit Ratio
- 6. Value-Added Services:**
 - a) **Bonus Distribution:** See Editorial Calendar
 - b) **Product Update Section:** Space available basis
 - c) **Advertiser Index**
- 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 sales representative for information
- 9. Reprints:** Yes, reprints@slackinc.com.

AD SPECIFICATIONS

1. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Trim sizes:	
	Width	Height	Width	Height
King Spread	20.5" x	13.5"	21" x	14"
King Page	10" x	13.5"	10.5" x	14"
¾ Page (Vertical)	7.05" x	13.5"	7.55" x	14"
¾ Page (Horizontal)	10" x	10"	10.5" x	10.5"
Island ½ Page	7.13" x	10"	7.63" x	10.5"
Island Spread	14.6" x	10"	15.1" x	10.5"
½ Page (Vertical)	4.68" x	13.5"	5.18" x	14"
½ Page (Horizontal)	10" x	6.5"	10.5" x	7.0"
⅓ Page	4.68" x	10"	5.18" x	10.5"
¼ Page (Vertical Block)	4.68" x	6.25"	5.18" x	6.75"
¼ Page (Horizontal Block)	7.13" x	4.75"	7.63" x	5.25"
¼ Page (Vertical Strip)	2.23" x	13.5"	2.73" x	14"
¼ Page (Horizontal Strip)	10" x	3"	10.5" x	3.5"
⅛ Page (Vertical Block)	2.23" x	6.25"	2.73" x	6.75"
⅛ Page (Horizontal Block)	4.68" x	2.84"	5.18" x	3.34"

a) Trim size of journal: 10.5" x 14"

b) To view thumbnails of ads specs, visit healio.com/slackadspecs

For spread ads, keep content (images/text) ¼" in on each side of the gutter

For bleed ads, add ⅛" on all sides of trim size.

2. Type of Binding: Saddle-stitch or Perfect bound
3. Ad Requirements: For specifications, go to: healio.com/slackadspecs

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. Ads are accepted on CD/DVD, via email or uploaded to the SLACK ftp site. Contact the sales administrator for ftp instructions.

4. Disposition of Ad Material: Ad material will be held one year from date of last insertion and then destroyed unless notified otherwise 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. Insert Charges:

- a) **Furnished inserts:** Billed at black-and-white space rate at frequency earned on a page-for-page basis, plus a \$1,295 non-commissionable tip-in fee.
- b) **A-size inserts:** Charged at the island/half page rate.
- c) **Tabloid-size inserts:** Charged at the king page rate.

3. Sizes and 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"

- a) **Full-size inserts:** Supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the Publisher's discretion.
- b) **A-size inserts:** Supply size 8 ½" x 11" pre-trimmed on head and face. ⅛" foot trim.

4. **Trimming:** Trimming of oversized inserts will be charged at cost. Keep live matter 1/2" from trim edges and 3/16" from gutter trim. Inserts are jogged to foot. Book trims 1/8" from head, face and foot.

5. BRCs:

- a) **Pricing:** Charge is \$1,295 when accompanied by a minimum of an island/half page advertisement. Non-Commissionable.
- b) **BRC Specifications:** 3 ½" x 5" minimum to 4 ¼" x 6" maximum; perforated with ½" lip (from perforation) for binding. Add ⅛" for foot trim. Cardstock minimum: 75# bulk or higher.

6. **Quantity:** 34,000 (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 SLACK will not be responsible for shortage on press.



2019

EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January	12/3/2018	12/14/2018	Outpatient surgery	CCJR Winter	
February	1/2/2019	1/17/2019	Total hip arthroplasty	OT Hawaii	American Academy of Orthopaedic Surgeons
March	2/1/2019	2/15/2019	Bundled payment programs	ACPM	
April	3/1/2019	3/18/2019	OA management	AAOS	Arthroscopy Association of North America
May	4/1/2019	4/16/2019	Meniscal procedures	AANA	
June	5/1/2019	5/17/2019	Calcaneal fractures	OARSI	American Orthopaedic Society for Sports Medicine
July	6/3/2019	6/17/2019	Youth sports injuries	EFORT	
August	7/1/2019	7/17/2019	Hyaluronic acid	AOSSM	
September	8/1/2019	8/16/2019	Expanding role of reverse shoulder arthroplasty	MSIS	
October	9/3/2019	9/18/2019	UCL injury	ASSH; AOFAS; NASS; OTA;	American Association of Hip and Knee Surgeons
November	10/1/2019	10/17/2019	Total knee arthroplasty alignment	ASES	
December	11/1/2019	11/18/2019	Hip instability	AAHKS	Orthopedics Today Hawaii 2020

Note: Editorial content subject to change