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JULY 2022 VOL. 41 > NO. 7

Orthopedics today

THE ONLY INDEPENDENT CLINICAL NEWS SOURCE

MEETING COVERAGE

- Orthopedics Today Meet! **White House** July 20, August 2, 2022
- Expanded indications needed for dual mobility TKA **Christopher L. Peters, MD**
- Achilles tendon ruptures require 'early repair' treatment **Thomas G. Coon**
- Shoulder changes and injury diagnoses in throwing athletes **Christopher S. Ahmad, MD**

COVER STORY

Surgeons explore treatments as elbow injuries increase

Page 10

Michael C. Cicetti, MD, said elbow arthroscopy and MRI can help out the extent and location of all elbow soft tissue injuries. Page 10 and 11

SURGICAL TECHNIQUE

Skin closure device aids wound care in a variety of knee procedures

By Jack Fave, MD, and Brian J. Cole, MD, MBA, FRCGS

EXCLUSIVE FORWARD THINKING

How to protect your home and home equity from liability

By Stephen Strick, MD, and David B. Winkler, JD, MBA

MORE ORTHOPEDIC NEWS

- Cellular amyloid embolization effective in reducing knee OA **Christopher S. Peters, MD, PhD**
- Early to mid-hand-sold shoe modification to reduce risk for avulsion fracture **David B. Winkler, JD, MBA**

2022 RATE CARD

Print

Effective Rate Date: January 2022 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	\$5,050	\$4,475	\$3,675	\$2,955	\$2,525	\$1,520
3x	4,995	4,425	3,590	2,910	2,510	1,505
6x	4,915	4,395	3,535	2,865	2,505	1,480
12x	4,845	4,290	3,470	2,760	2,465	1,450
18x	4,755	4,165	3,350	2,700	2,440	1,410
24x	4,685	4,115	3,275	2,645	2,385	1,325
36x	4,560	3,960	3,210	2,580	2,360	1,305
48x	4,215	3,680	2,955	2,385	2,215	1,195
60x	4,150	3,615	2,930	2,325	2,105	1,155
72x	4,055	3,500	2,895	2,310	2,080	1,110
96x	3,925	3,440	2,825	2,215	2,050	1,085
120x	3,910	3,390	2,800	2,185	2,005	1,045
144x	3,855	3,340	2,740	2,140	1,975	990
196x	3,815	3,305	2,695	2,095	1,925	950
252x	3,780	3,270	2,670	2,055	1,875	920

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:

- 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.
- Agency commission:** Fifteen percent gross billings on space, color, cover and preferred position charges.
- 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.

Circulation: 30,658

[Click to view full circulation info](#)

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

Advertising Office:

HEALIO STRATEGIC SOLUTIONS

Patrick Duffey

Vice President/Group Sales Director

pduffey@healiohss.com, ext. 262

Send Product insertion orders and ad materials to:

AnnMarie 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:

Jason Jewell

ORTHOPEDICS TODAY

LSC Communications

13487 S. Preston Highway

Lebanon Junction, KY 40150-8218

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. New Advertiser/Product Incentive:** New product/advertisers receive a 5% discount off all advertising placed in 2022 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 Healio Orthopedics publication in the past calendar year
 - b) new product from a company currently advertising with Healio Orthopedics
 - c) new indication for an existing product currently advertising in Healio 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 Healio Strategic Solutions 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. Corporate Discount:** Take advantage of Healio Strategic Solutions's advertising, custom publishing, event management and other marketing services in 2022 and earn valuable discounts in 2023. Spend levels achieved in the year 2022 will determine your Corporate Discount savings in 2023 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 Healio Strategic Solutions 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.:** \$414/yr. individual; **Outside U.S.:** add \$95 per/yr. **Canada:** add 5% tax/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 2021](#)
5. **Estimated total circulation for 2022:** 30,658

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**
 - b) **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, email: 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 TODAY does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
- 13. Advertorials:** 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 "Advertorial" 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:		Trim sizes:	
	Width	Height	Width	Height
King Spread	20.5"	13.5"	21"	14"
King Page	10"	13.5"	10.5"	14"
¾ Page (Vertical)	7.05"	13.5"	7.55"	14"
¾ Page (Horizontal)	10"	10"	10.5"	10.5"
Island ½ Page	7.13"	10"	7.63"	10.5"
Island Spread	14.6"	10"	15.1"	10.5"
½ Page (Vertical)	4.68"	13.5"	5.18"	14"
½ Page (Horizontal)	10"	6.5"	10.5"	7.0"
⅓ Page	4.68"	10"	5.18"	10.5"
¼ Page (Vertical Block)	4.68"	6.25"	5.18"	6.75"
¼ Page (Horizontal Block)	7.13"	4.75"	7.63"	5.25"
¼ Page (Vertical Strip)	2.23"	13.5"	2.73"	14"
¼ Page (Horizontal Strip)	10"	3"	10.5"	3.5"
⅛ Page (Vertical Block)	2.23"	6.25"	2.73"	6.75"
⅛ Page (Horizontal Block)	4.68"	2.84"	5.18"	3.34"

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

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

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/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 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:** 35,000 (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 Healio Strategic Solutions will not be responsible for shortage 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.



2022 EDITORIAL CALENDAR

Print

Issue	Featured Topics	Meeting Coverage
JANUARY Ads Close 12/1/2021 Ad Materials Due 12/15/2021	Knee arthroplasty infection	CCJR Winter
FEBRUARY Ads Close 1/3/2022 Ad Materials Due 1/19/2022	Value-based care	OT Hawaii
MARCH Ads Close 2/1/2022 Ad Materials Due 2/16/2022	Cartilage loss	ORS
APRIL Ads Close 3/1/2022 Ad Materials Due 3/18/2022	Shoulder instability	AAOS
MAY Ads Close 4/1/2022 Ad Materials Due 4/19/2022	Dual mobility total hip arthroplasty	Specialty Day
JUNE Ads Close 5/2/2022 Ad Materials Due 5/19/2022	Patient or practice equities	AANA
JULY Ads Close 6/1/2022 Ad Materials Due 6/15/2022	Rotator cuff tears	Extreme Sports Medicine
AUGUST Ads Close 7/1/2022 Ad Materials Due 7/19/2022	Opioid effects	AOSSM
SEPTEMBER Ads Close 8/1/2022 Ad Materials Due 8/19/2022	Meniscal injury	MSIS
OCTOBER Ads Close 9/1/2022 Ad Materials Due 9/19/2022	BMP in spine fusion	AOFAS ASSH
NOVEMBER Ads Close 10/3/2022 Ad Materials Due 10/19/2022	Extremity fractures	ASES NASS OTA
DECEMBER Ads Close 11/1/2022 Ad Materials Due 11/16/2022	Total hip arthroplasty approach	AAHKS

Note: Editorial content subject to change