2022 Rate Card

Print

Effective Rate Date: January 2022 for all advertisers.

RATES

1. Black-and-White rates:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>King Page</th>
<th>3/4 Page</th>
<th>Island/Half Page</th>
<th>1/3 Page</th>
<th>1/4 Page</th>
<th>1/8 Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$5,050</td>
<td>$4,475</td>
<td>$3,675</td>
<td>$2,955</td>
<td>$2,525</td>
<td>$1,520</td>
</tr>
<tr>
<td>3x</td>
<td>$4,995</td>
<td>$4,425</td>
<td>$3,590</td>
<td>$2,910</td>
<td>$2,510</td>
<td>$1,505</td>
</tr>
<tr>
<td>6x</td>
<td>$4,915</td>
<td>$4,395</td>
<td>$3,535</td>
<td>$2,865</td>
<td>$2,505</td>
<td>$1,480</td>
</tr>
<tr>
<td>12x</td>
<td>$4,845</td>
<td>$4,290</td>
<td>$3,470</td>
<td>$2,760</td>
<td>$2,465</td>
<td>$1,450</td>
</tr>
<tr>
<td>18x</td>
<td>$4,755</td>
<td>$4,165</td>
<td>$3,350</td>
<td>$2,700</td>
<td>$2,440</td>
<td>$1,410</td>
</tr>
<tr>
<td>24x</td>
<td>$4,685</td>
<td>$4,115</td>
<td>$3,275</td>
<td>$2,645</td>
<td>$2,385</td>
<td>$1,325</td>
</tr>
<tr>
<td>36x</td>
<td>$4,560</td>
<td>$3,960</td>
<td>$3,210</td>
<td>$2,580</td>
<td>$2,360</td>
<td>$1,305</td>
</tr>
<tr>
<td>48x</td>
<td>$4,215</td>
<td>$3,680</td>
<td>$2,955</td>
<td>$2,385</td>
<td>$2,215</td>
<td>$1,195</td>
</tr>
<tr>
<td>60x</td>
<td>$4,150</td>
<td>$3,615</td>
<td>$2,930</td>
<td>$2,325</td>
<td>$2,105</td>
<td>$1,155</td>
</tr>
<tr>
<td>72x</td>
<td>$4,055</td>
<td>$3,500</td>
<td>$2,895</td>
<td>$2,310</td>
<td>$2,080</td>
<td>$1,110</td>
</tr>
<tr>
<td>96x</td>
<td>$3,925</td>
<td>$3,440</td>
<td>$2,825</td>
<td>$2,215</td>
<td>$2,050</td>
<td>$1,085</td>
</tr>
<tr>
<td>120x</td>
<td>$3,910</td>
<td>$3,390</td>
<td>$2,800</td>
<td>$2,185</td>
<td>$2,005</td>
<td>$1,045</td>
</tr>
<tr>
<td>144x</td>
<td>$3,855</td>
<td>$3,340</td>
<td>$2,740</td>
<td>$2,140</td>
<td>$1,975</td>
<td>$990</td>
</tr>
<tr>
<td>196x</td>
<td>$3,815</td>
<td>$3,305</td>
<td>$2,695</td>
<td>$2,095</td>
<td>$1,925</td>
<td>$950</td>
</tr>
<tr>
<td>252x</td>
<td>$3,780</td>
<td>$3,270</td>
<td>$2,670</td>
<td>$2,055</td>
<td>$1,875</td>
<td>$920</td>
</tr>
</tbody>
</table>

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.


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.


Circulation: 30,658

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

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

Click to view full circulation info
Click to view print advertising terms and conditions

Orthopedics Today Hawaii
Wailea, Hawaii
May 30-June 3, 2021

Expanded indications needed for dual mobility THA
Christopher L. Peters, MD

Achilles tendon ruptures require early repair, treatment
Andrew Hsu, MD

Shoulder changes aid injury diagnosis in throwing athletes
Christopher S. Ahmad, MD

Isolated disease amenable to custom patellofemoral arthroplasty surgery
Adolph V. Lombardi Jr., MD, FACS

Genicular artery embolization effective in reducing knee OA
Siddharth A. Padia, MD, FSIR

Hard-soled shoe noninferior to short-leg cast for avulsion fracture
David I. Pedowitz, MS, MD

Stress ultrasound and MRI can map out the extent and location of an athlete’s ulnar collateral ligament injury and inform decision-making regarding either nonoperative or operative treatment.
Michael G. Ciccotti, MD, said stress ultrasound and MRI can map out the extent and location of an athlete’s ulnar collateral ligament injury and inform decision-making regarding either nonoperative or operative treatment.

Surgeons explore treatments as elbow injuries increase

How to protect your home and home equity from liability
Sanjeev Bhatia, MD; and David B. Mandell, JD, MBA

Skin closure device aids wound care in a variety of knee procedures
Jack Farr, MD; and Brian J. Cole, MD, MBA, FAANA

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Find us online
Healio.com/Orthopedics

The online independent clinical news source
2022 Rate Card: Print

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) 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
   b) 12 issues = 10% 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, Orthopaedic 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:
   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.
   f) Circulation Verification:
      a) Audit: Business Publication Audits Worldwide (BPA)
      b) Mailing House: LSC Communications


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 publish, print 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 severally, 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. Advertisements: 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 “Advertising” 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 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:

<table>
<thead>
<tr>
<th>Ad sizes:</th>
<th>Non-bleed (Live area) sizes:</th>
<th>Trim sizes:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width x Height</td>
<td>Width x Height</td>
</tr>
<tr>
<td>King Spread</td>
<td>20.5&quot; x 13.5&quot;</td>
<td>21&quot; x 14&quot;</td>
</tr>
<tr>
<td>King Page</td>
<td>10&quot; x 13.5&quot;</td>
<td>10.5&quot; x 14&quot;</td>
</tr>
<tr>
<td>¼ Page (Vertical)</td>
<td>7.05&quot; x 13.5&quot;</td>
<td>7.55&quot; x 14&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal)</td>
<td>10&quot; x 10&quot;</td>
<td>10.5&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>Island ½ Page</td>
<td>7.13&quot; x 10&quot;</td>
<td>7.63&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>Island Spread</td>
<td>14.6&quot; x 10&quot;</td>
<td>15.1&quot; x 10.5&quot;</td>
</tr>
<tr>
<td>½ Page (Vertical)</td>
<td>4.68&quot; x 13.5&quot;</td>
<td>5.18&quot; x 14&quot;</td>
</tr>
<tr>
<td>½ Page (Horizontal)</td>
<td>10&quot; x 6.5&quot;</td>
<td>10.5&quot; x 7.0&quot;</td>
</tr>
<tr>
<td>¼ Page (Vertical Block)</td>
<td>4.68&quot; x 6.25&quot;</td>
<td>5.18&quot; x 6.75&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal Block)</td>
<td>7.13&quot; x 4.75&quot;</td>
<td>7.63&quot; x 5.25&quot;</td>
</tr>
<tr>
<td>¼ Page (Vertical Strip)</td>
<td>2.23&quot; x 13.5&quot;</td>
<td>2.73&quot; x 14&quot;</td>
</tr>
<tr>
<td>¼ Page (Horizontal Strip)</td>
<td>10&quot; x 3&quot;</td>
<td>10.5&quot; x 3.5&quot;</td>
</tr>
<tr>
<td>½ Page (Vertical Block)</td>
<td>2.23&quot; x 6.25&quot;</td>
<td>2.73&quot; x 6.75&quot;</td>
</tr>
<tr>
<td>½ Page (Horizontal Block)</td>
<td>4.68&quot; x 2.84&quot;</td>
<td>5.18&quot; x 3.34&quot;</td>
</tr>
</tbody>
</table>

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 ¼” 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.

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:

<table>
<thead>
<tr>
<th>No. of Pages</th>
<th>Paper Stock Max</th>
<th>Paper Stock Min</th>
<th>Max Micrometer Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 page (one leaf)</td>
<td>80# coated text</td>
<td>70# coated text</td>
<td>.004&quot;</td>
</tr>
<tr>
<td>4, 6, 8 page</td>
<td>70# coated text</td>
<td>60# coated text</td>
<td>.004&quot;</td>
</tr>
</tbody>
</table>

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 6 ¼" x 11" pre-trimmed on head and face. ¾” 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 ½” 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.
<table>
<thead>
<tr>
<th>Issue</th>
<th>Featured Topics</th>
<th>Meeting Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANUARY</td>
<td>Knee arthroplasty infection</td>
<td>CCJR Winter</td>
</tr>
<tr>
<td>Ads Close 12/1/2021</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Materials Due 12/15/2021</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FEBRUARY</td>
<td>Value-based care</td>
<td>OT Hawaii</td>
</tr>
<tr>
<td>Ads Close 1/3/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Materials Due 1/19/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MARCH</td>
<td>Cartilage loss</td>
<td>ORS</td>
</tr>
<tr>
<td>Ads Close 2/1/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Materials Due 2/16/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>APRIL</td>
<td>Shoulder instability</td>
<td>AAOS</td>
</tr>
<tr>
<td>Ads Close 3/1/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Materials Due 3/18/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MAY</td>
<td>Dual mobility total hip arthroplasty</td>
<td>Specialty Day</td>
</tr>
<tr>
<td>Ads Close 4/1/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Materials Due 4/19/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JUNE</td>
<td>Patient or practice equities</td>
<td>AANA</td>
</tr>
<tr>
<td>Ads Close 5/2/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Materials Due 5/19/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>JULY</td>
<td>Rotator cuff tears</td>
<td>Extreme Sports Medicine</td>
</tr>
<tr>
<td>Ads Close 6/1/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Materials Due 6/15/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AUGUST</td>
<td>Opioid effects</td>
<td>AOSSM</td>
</tr>
<tr>
<td>Ads Close 7/1/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Materials Due 7/19/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEPTEMBER</td>
<td>Meniscal injury</td>
<td>MSIS</td>
</tr>
<tr>
<td>Ads Close 8/1/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Materials Due 8/19/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>OCTOBER</td>
<td>BMP in spine fusion</td>
<td>AOFAS ASHH</td>
</tr>
<tr>
<td>Ads Close 9/1/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Materials Due 9/19/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Extremity fractures</td>
<td>ASES NASS OTA</td>
</tr>
<tr>
<td>Ads Close 10/3/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Materials Due 10/19/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>DECEMBER</td>
<td>Total hip arthroplasty approach</td>
<td>AAHKS</td>
</tr>
<tr>
<td>Ads Close 11/1/2022</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad Materials Due 11/16/2022</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: Editorial content subject to change.