

Athletic Training & SPORTS HEALTH CARE

Advertising/Sales Office

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Director of Sales Administration: **Carolyn Boerner**

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Executive Editor: **Eileen C. Anderer, ELS**
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Editor-in-Chief: **Thomas Kaminski, PhD, ATC, FACSM, FNATA**

SLACK[®]
INCORPORATED
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Healio.com/ATSHC



TO ADVERTISE, CONTACT:

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The mission of ATHLETIC TRAINING & SPORTS HEALTH CARE: THE JOURNAL FOR THE PRACTICING CLINICIAN is to provide a forum for the dissemination of **contemporary athletic training** and **sports health care information** and **guidance to clinicians** involved in a variety of allied health professions.

Primary emphasis is on the **clinical relevance of information** to the practicing sports health care professional. The Journal publishes **peer-reviewed articles** including original research, case reviews, evidence-based reports, clinical columns, systematic reviews, and literature reviews from a variety of sports health care disciplines.

Subscribers also benefit from our featured Online Advanced Release, which allows them to read articles before they appear in the print issue!

Make your message stand out with these unique advertising opportunities:

- Cover-tips
- BRCs
- Supplements
- Belly Bands
- Polybagged Outserts
- Advertorials

RATES AND DISCOUNTS

1. **Effective Rate Date:** January 2021 for all advertisers.
2. **Rates:**
 - a) **Earned Rates:** Are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. The earned rate is determined by the number of insertions. Fractional pages count as single pages and each page of an insert counts as one page.
 - b) **Agency Commission:** Fifteen percent gross billings on space, color, cover, and preferred position charges.
 - c) **Cash Discount:** Two percent if paid within 10 days of invoice date. No discount allowed after this period.
3. **Black-and-white rates:**

Frequency	One Page	1/2 Page	1/4 Page
1x	\$880	\$610	\$415
6x	845	605	375
12x	805	565	335
24x	760	540	315
36x	745	525	300
48x	735	515	290
60x	720	500	275
72x	695	485	250
96x	680	470	240
120x	675	465	235
144x	660	455	230
196x	655	450	225
252x	640	440	220

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

Charge per color per page or fraction

Standard color..... \$560
 Matched color..... \$765
 Metallic color.....\$1,020
 Four color.....\$1,530
 Four color + PMS.....\$2,040
 Four color + Metallic.....\$2,550

4. **Bleed:** No charge.
5. **Covers, 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) **Special positions:**
Facing table of contents: Earned b/w rate plus 15%. Color additional.
Facing first text: Earned b/w rate plus 15%. Color additional.
6. **Discount Programs:**
 - a) **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.
 - b) **FREE Ad Program:** Buy 2, Get 1 Free. Purchase two ads any time during 2021 "and receive an additional ad of equal size and color in the same publication at no cost. May not be combined with Clinical Trial Ad Program.
 - c) **Clinical Trial Ad Buy One, Get One Free:** Clinical trial advertisements may run a second insertion of the same ad unit in any issue for no charge. Ad creative must promote participation in a current clinical trial. Corporate and/or disease state advertisements are not eligible. May not be combined with Free Ad Program.
 - d) **Corporate Discount:** Total net spend achieved in the year 2021 will set a Corporate Discount to be taken off 2022 advertising.
 - e) **When taking advantage of more than one Discount Program, discounts must be taken in the following order:**
Gross cost:
 1) Less FREE Ad Program
 2) Less Healio Strategic Solutions Corporate Discount
 3) Less 15% Agency Discount
Equals net cost

7. **Online Advertising Rates:** Please contact your sales representative for more information.
8. **Classified/Recruitment Advertising:** Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365

ISSUANCE AND CLOSING

9. **First Issue:** January/February 2009
10. **Frequency:** Bi-monthly
11. **Issue Dates:** Third week of odd months
12. **Mailing Class:** Periodical Class
13. **Closing Dates:**

Issue	Ads Closing	Materials Due
January/February	12/1/2020	12/21/2020
March/April	2/1/2021	2/22/2021
May/June	4/1/2021	4/23/2021
July/August	6/1/2021	6/21/2021
September/October	8/2/2021	8/23/2021
November/December	10/1/2021	10/22/2021

- 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

14. **General Editorial Direction:** ATHLETIC TRAINING & SPORTS HEALTH CARE is a forum for the dissemination of contemporary athletic training and sports health care information and guidance to clinicians involved in a variety of allied health professions. The Journal publishes peer-reviewed articles including original research, case reviews, evidence-based reports, clinical columns, systematic reviews, and literature reviews from a variety of sports health care disciplines.
15. **Average Issue Information:**
 - a) **Average number of articles per issue:** 5
 - b) **Average article length:** 7 pages
 - c) **Editorial departments and features:**
 - PEARLS of Practice
 - Team Physician
 - Professional Practice
 - Clinical Roundtable
 - CATA Abstracts
16. **Origin of Editorial:**
 - a) **Articles or abstracts from meetings or other publications:** Yes
 - b) **Staff written:** N/A
 - c) **Solicited:** 25%
 - d) **Submitted:** 75%
 - e) **Peer review:** Classic peer review

CIRCULATION

17. **Circulation Distribution:**
 - a) **Paid:** 100%
 - b) **Controlled:** 0%
18. **Demographic Selection Criteria:**
 - a) **Circulation parameters:** Athletic training, orthopedic and physical therapy professionals
 - b) **Circulation breakdown:**
 U.S. & Canada: 70
 Other international: 5
 - c) **Paid information:**
Paid: 100%
Association members: N/A
Subscriptions: 100%
 - d) **Subscription rates:** U.S.: \$100/yr
 Outside the U.S.: add \$64/yr

19. Circulation Verification:

- a) SRDS Sworn Statement: June 2020
- b) Printer + Mailing House: Sheridan Press
- c) Estimated total circulation for 2021: 200

GENERAL INFORMATION

20. 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 health care profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.

21. New Product Releases: Yes

22. Editorial Research: Once a year

23. Ad Format and Placement Policy:

- a) **Format:**
 - 1. between articles ___X___
 - 2. welled _____
 - 3. stacked _____
 - 4. within articles _____
- b) **Are ads rotated?:** Yes

24. Ad/Edit Information: 30/70 Ad/Edit Ratio

25. Value-Added Services: Bonus distribution

26. Full-Text Online: ATHLETIC TRAINING & SPORTS HEALTH CARE offers full-text articles online at its Web site, Healio.com/ATSHC. This valuable tool allows subscribers unlimited access to every article in each issue, providing them with an online reference for current articles, as well as archived articles. In addition, non-subscribers may obtain full-text articles on a pay-per-view basis.

27. Reprint Availability: Yes; email scsreprints@sheridan.com.

28. 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.

29. 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.

30. Competitor Information: ATHLETIC TRAINING & SPORTS HEALTH CARE does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.

31. 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 the ad.

32. Billing Policy: Billing to the 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.

INSERT AND BRC INFORMATION

33. Availability and Acceptance:

- a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are limited to three per issue. Short-cut or gatefold inserts are accepted.
- b) **Acceptance:** A sample of the insert must be submitted to the Publisher for approval.

34. Insert Charges: Furnished inserts billed at black-and-white space rate at frequency earned. Commissionable.

35. Insert Sizes and Specifications:

No. of Pages	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
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 head.

36. Trimming: Ship folded. Supply size: 8¼" x 11⅞". Trim size: 8⅛" x 10⅞". Trimming of oversized inserts will be charged at cost. Keep live matter ¼" from trim edges and ⅜" from gutter trim. Book is jogged to head. Head, foot, and outside edge trim ⅛".

37. BRCs:

- a) **Pricing:** Contact your sales representative for pricing.
- b) **BRC Specifications:** 3½" x 5" minimum to 4¼" x 6" maximum, perforated with ½" lip (from perforation) for binding. Add 1/8" for foot trim. Cardstock minimum: 75# bulk or higher.

38. Quantity: Full run – 500 (estimated). Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.

39. 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 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.

AD REQUIREMENTS

40. Available Advertising Unit Sizes:

	Non-bleed Sizes		Bleed Sizes*	
	Width	Height	Width	Height
Full Page Spread	15¾" x	103/8"	16½" x	111/8"
Full Page	75/8" x	103/8"	83/8" x	111/8"
½ Page (Horizontal)	75/8" x	4¾"	83/8" x	5½"
½ Page (Vertical)	33/8" x	103/8"	41/8" x	111/8"
¼ Page	35/8" x	5"		

Trim size of Journal: 8 1/8" x 10 7/8"

*Bleed ads use non-bleed sizes for live area. If in doubt about size, contact the SLACK office.

To view thumbnails of ad spaces, visit Healio.com/adspecs.

41. Paper Stock:

- a) **Inside pages:** 70 lb. Gloss
- b) **Covers:** 80 lb. Gloss

42. Type of Binding: Saddle-stitched

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

44. Disposition of Materials: Digital files will be held one year from date of last insertion and then destroyed.

CONTACT INFORMATION

Insertion Orders and Ad Materials:

Carolyn Boerner
ATHLETIC TRAINING & SPORTS HEALTH CARE
6900 Grove Road
Thorofare, NJ 08086 USA
856-994-9909 x323
cboerner@healio.com

Send inserts and BRCs to:

Lisa Harrold
ATHLETIC TRAINING & SPORTS HEALTH CARE
Sheridan Press
450 Fame Avenue
Hanover, PA 17331