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Orthopedicstoday

THE ONLY INDEPENDENT CLINICAL NEWS SOURCE

MEETING COVERAGE

American Alliance of Orthopedic Surgeons
Annual Meeting
May 14, 2020

Practices walk on clinics through
risky marketing without
with William Hazzard, MD, PhD, FRCPC

Communication tools
on emerging tools reduce
practice flow issues
with R. Steven Cook

Collaboration tools facilitate
operations and working remotely
with Thomas J. O'Neil

COVER STORY

Walk-in clinics expand access to orthopedic care

Page 10

Peter H. Waters, MD, PhD, discusses care and walk-in clinics provide appropriate patient care that
may be more convenient than the ER and may be associated with a reduction in the cost of care.

SURGICAL TECHNIQUE

Total talus replacement can be an option for patients with avascular necrosis

by Joseph Shih, MD, and David B. Minkoff, MD, MBA

EXCLUSIVE FORWARD THINKING

Six more financial actions to take during the COVID-19 crisis

by Stephen White, MD, and David B. Minkoff, MD, MBA

In the journals

Featuring perspectives from leading experts

Orthopedic
residency education
reduces post-orthopedic
opioid consumption
with S. Christian Kim

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Advertising Office:

HEALIO STRATEGIC SOLUTIONS
Patrick Duffey
Vice President/Group Sales Director
pduffey@healio.com, ext. 262

Nicole Rutter
Director, Business Development & Market Strategy
nrutter@healio.com, ext. 305

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

AnnMarie Haley
Sales Administrator
ahaley@healio.com, ext. 263

6900 Grove Road
Thorofare, NJ 08086-9447
856-994-9909 • 800-257-8290
Fax 856-848-6091

Send inserts and BRCs to:

Jesse Davis
ORTHOPEDICS TODAY
LSC Communications
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

2021 RATE CARD

Print

Effective Rate Date: January 2021 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	\$4,855	\$4,305	\$3,535	\$2,840	\$2,430	\$1,460
3x	4,805	4,255	3,450	2,800	2,415	1,445
6x	4,725	4,225	3,400	2,755	2,410	1,425
12x	4,660	4,125	3,335	2,655	2,370	1,395
18x	4,570	4,005	3,220	2,595	2,345	1,355
24x	4,505	3,955	3,150	2,545	2,295	1,275
36x	4,385	3,810	3,085	2,480	2,270	1,255
48x	4,055	3,540	2,840	2,295	2,130	1,150
60x	3,990	3,475	2,815	2,235	2,025	1,110
72x	3,900	3,365	2,785	2,220	2,000	1,065
96x	3,775	3,310	2,715	2,130	1,970	1,045
120x	3,760	3,260	2,690	2,100	1,930	1,005
144x	3,705	3,210	2,635	2,060	1,900	950
196x	3,670	3,180	2,590	2,015	1,850	915
252x	3,635	3,145	2,565	1,975	1,805	885

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

- 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 Healo and SLACK publications to achieve maximum frequency.
- New Advertiser/Product Incentive:** New product/advertisers receive a 5% discount off all advertising placed in 2021 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 Healo Orthopedics publication in the past calendar year
 - new product from a company currently advertising with Healo Orthopedics
 - new indication for an existing product currently advertising in Healo Orthopedics
- 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).
- 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 Healo 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	
- Corporate Discount:** Take advantage of Healo Strategic Solutions's advertising, custom publishing, event management and other marketing services in 2021 and earn valuable discounts in 2022. Spend levels achieved in the year 2021 will determine your Corporate Discount savings in 2022 based on a total net spend.
- When taking advantage of more than one discount program, discounts must be taken in the following order:**

Gross Cost:

- Less New Advertiser/Product Incentive
- Less Global Continuity Incentive
- Less Healo Strategic Solutions Corporate Discount
- Less 15% Agency Discount

Equals Net Cost

ISSUANCE AND CLOSING

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

- Extensions and Cancellations:
 - 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.
 - 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

- 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.
- Average Issue Information:**
 - Average number of articles per year:** 300
 - Average article length:** 600 words
 - 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
- Origin of Editorial:**
 - Staff Written:** 50%
 - Solicited:** 30%
 - Submitted:** 5%
 - Articles or abstracts from meetings or other publications:** 15%

CIRCULATION

- Description of Circulation Parameters:
 - 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.
 - Hospital-based: Residents, Interns and Staff:** All in the specialties covered.
 - Other professional activity:** Medical Teaching, Administration, Research.
 - Military:** Yes
 - Osteopathic specialties:** All in the specialties covered.

- Demographic Selection Criteria:
 - Age:** N/A
 - Prescribing:** N/A
 - Circulation distribution:**
 - Controlled: 100%
 - Request (non-postal): 0%
 - Paid information:**
 - Association members: N/A
 - Is publication received as part of dues? No
 - Subscription rates: U.S.:**
 - \$402/yr. individual; Outside U.S. add \$92 per/yr.
- Circulation Verification:
 - Audit:** Business Publication Audits Worldwide (BPA)
 - Mailing House:** LSC Communications
- Coverage: Date and source of breakdown:
 - [BPA Worldwide, July 2020](#)
- Estimated total circulation for 2021:** 30,550

GENERAL INFORMATION

- 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.
- New Product Releases:** Yes
- Editorial Research:** Yes
- Ad Format and Placement Policy:**
 - Format:** within articles
 - Ads rotated:** Yes
- Ad/Edit Information:** 50/50 Ad/Edit Ratio
- Value-Added Services:**
 - Bonus Distribution:** See Editorial Calendar
 - Product Update Section:** Space available basis
 - Advertiser Index**
- Online Advertising Opportunities:** Contact your sales representative for more information.
- Additional Advertising Opportunities**
 - BRC Inserts:** See insert information under 5b for specifications.
 - Split-run advertising:** Contact sales representative for information
- Reprints:** Yes, email: scsreprints@sheridan.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/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. Ads are accepted on CD/DVD, via email or uploaded to the Healio Strategic Solutions 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:** 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.



2021 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	MEETING COVERAGE
January	12/1/2020	12/16/2020	Knee arthroplasty	CCJR Winter
February	1/4/2021	1/19/2021	Anticoagulation practices	OT Hawaii
March	2/1/2021	2/16/2021	Knee arthroscopy	ORS
April	3/1/2021	3/19/2021	COVID-19 pandemic	AANA - AOSSM Virtual Speciality Day
May	4/1/2021	4/19/2021	Pediatric concussion	AANA
June	5/3/2021	5/19/2021	Telehealth	OARS
July	6/1/2021	6/16/2021	Biologic injections	Extreme Sports Medicine
August	7/1/2021	7/19/2021	Outpatient procedures	EFORT; AOSSM
September	8/2/2021	8/18/2021	Tibial/Achilles tendon	MSIS; AAOS
October	9/1/2021	9/17/2021	Tibial plateau fracture	AOFAS; NASS; ASSH
November	10/1/2021	10/19/2021	Scoliosis treatment	ASES; OTA
December	11/1/2021	11/16/2021	Total joint arthroplasty complications	AAHKS

Note: Editorial content subject to change