

AAOS 2020 ANNUAL MEETING OPPORTUNITIES

The official magazine of the AAOS 2020 Annual Meeting, March 24–28, Orlando, FL

AAOS **now** DAILY EDITION

The Official Member News Magazine of the AAOS



The official newspaper of the Annual Meeting, the Daily Edition is published on-site at AAOS 2020.

Contains coverage of late-breaking science, keynote lectures and awards, and other meeting highlights. Also includes daily schedule of key events.

Why advertise?

- Drive traffic to your booth
- Showcase your products and services and make contact with key decision-makers
- Maximize your on-site effectiveness

Circulation & Distribution

Daily print run: 5,000

Hand-distributed and displayed on custom racks throughout the Convention Center.

Advertising & Sales Office

American Medical Communications

630 Madison Avenue
2nd Floor
Phone: 732.490.5530
Fax 732-862-1116

ACCOUNT MANAGERS:

Nick Luciano

201-317-3211
nluciano@aaos.org

Adam Sansolo

201-575-2242
asansolo@aaos.org

Linsey Rosenthal

215-740-3174
lrosenthal@aaos.org

PRODUCTION:

Ari Mihos

215-791-5106
amihos@aaos.org

Rates

Rates include placement in all four issues. (Creative may change daily.)

Ad Sizes:	Black & White (4 Issues)	4-Color (4 Issues)
King Page	\$10,700	\$12,650
Island Page	\$8,775	\$10,700
1/2 Page Horizontal or Vertical	\$6,650	\$8,775

Premium Positions:

(All rates based on a single, king-sized page, and run in all four issues)

Front Cover Banner	\$11,500
Cover 2	\$17,150
Cover 4	\$18,775
Center Spread	\$26,525
Table of Contents	\$15,850
Opposite Schedule at a Glance	\$13,925

Additional Advertising Opportunities:

Gatefold	Please inquire
Cover Tip/Belly Band/Belly Flap	\$15K–17K per issue. Contact sales rep
Sticky Note	Please inquire

Issuance & Closing Dates:

Ad space: 4x

	Day 1	Day 2-4
Space close	2/14/20	2/21/20
ROB ads due	2/21/20	2/28/20
Cover tips/flaps/ belly bands (files)	2/25/20	Not available

Digital File Specifications

FILE FORMATS:

Preferred format is PDF/Acrobat 4.05 or later, set for compatibility with PDF version 1.3 (Acrobat 4).

All high-resolution images and fonts must be included. All images must conform to the following minimum resolution specifications: grayscale and color images: 300 dpi; combination grayscale and color images: 500-900 dpi; line art (bitmap) images: 900-1200 dpi. Do not nest EPS files.

PAGE LAYOUT:

Supply as single page files only, right reading, portrait mode, 100% size, no rotation. Created to the trim of the magazine, plus a minimum 0.125" bleed on all sides. Keep live matter 0.5" from trim edges. Crop marks and SWOP color bars must be included, position 0.5" outside trim. Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color. All fonts and graphics must be embedded or included with the files and conform to the file formats listed above.

PROOFS:

Proofs must be produced from the final file submitted. All proofs must conform to SWOP standards. For a list of current SWOP-approved proofs, visit www.swop.org/certification/certmfg.asp, and click on "Certified Systems & Ads." Desktop inkjet printer proofs do not meet SWOP standards. American Medical Communications cannot guarantee color match unless acceptable proof is provided.

DISPOSITION OF MATERIAL:

Reproduction material will be held one year from last insertion.

Mechanical Requirements

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and insertion orders. Contact American Medical Communications before ad is due for additional specifications. Submit in PDF format CMYK. Convert spot colors to CMYK. All fonts must be embedded. High resolution images. File and proof should include bleeds and trim.

All material should be supplied to the following specs:

TRIM SIZE: 10.5" x 14"

BLEED: 0.125"

LIVE MATTER: 0.5" from trim and gutter

TYPE OF BINDING: Saddle-stitched

Ad Sizes:	Non-Bleed	Bleed	Trim
King Spread	20" x 12.25"	21.25" x 14.25"	21" x 14"
King Page	9.5" x 12.25"	10.75" x 14.25"	10.5" x 14"
Island Spread	15" x 10"	15.35" x 10.75"	NA
Island Page	7" x 10"	7.75" x 10.75"	NA
1/2 Horizontal	9.5" x 6.125"	10.75" x 6.875"	NA
1/2 Vertical	4.585" x 12.25"	5.375" x 13"	NA
Front Cover Banner	7" x 2.25"	7.75" x 2.875"	NA
Gatefold (See diagram, next pg)	NA	31.375" x 14.25"	31.125" x 14"
Cover Tip*	NA	8.25" x 6.25"	8" x 6"
Belly Flap* (See diagram, next pg)	NA	14.75" x 4.25"	14.5" x 4"
Belly Band*	NA	24.75" x 4.25"	24.5" x 4"
Sticky Note* (See diagram, next pg)	NA	3.16" x 3.16"	2.91" x 2.91"

*Cover tip, belly band, and sticky note files should be set up with bleeds. Offered only for Day 1 issue.

Delivery of Material

MEDIA DELIVERY OF ADS:

PDFs sent via email or FTP are preferred, but CD-ROM or DVD will be accepted. All disks must be labeled with the following: publication title, issue date, advertiser, agency name, agency contact and phone number. Attach printout of disk contents.

INTERNET/FTP DELIVERY OF ADS:

Please email Ari Mihos (amihos@americanmedicalcomm.com) prior to submitting a file via FTP.

Address: <ftp://199.193.117.104>

Log in: aaosguest

Password: Guestaaos!

Folder: AAOS

CONTRACTS, INSERTION ORDERS, AND INVOICING:

American Medical Communications
Selin DiGangi
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726

Phone: 732-490-5530
Email: ASansolo@aaos.org
Email: SDigangi@aaos.org

When mentioning your booth # use:
"AAOS Annual Meeting, Booth #XXXX."
Contact Ari Mihos for questions.

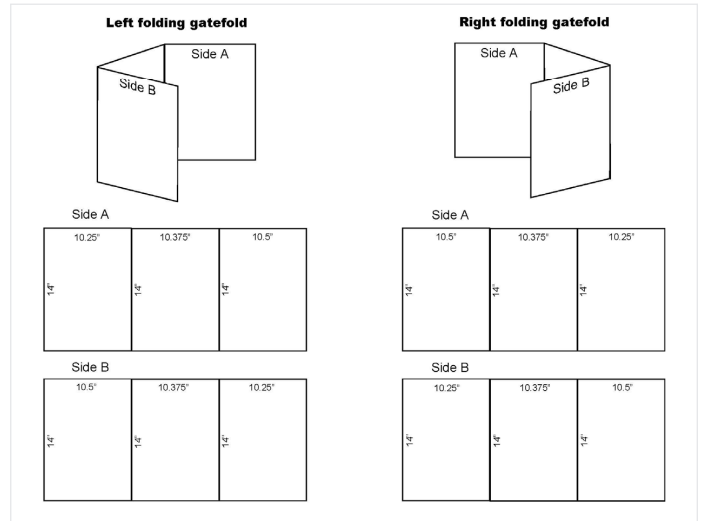
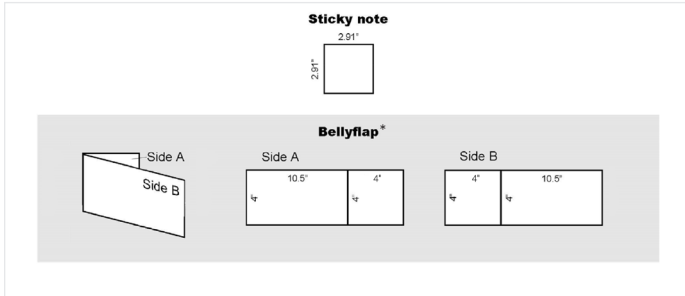
AD MATERIAL:

American Medical Communications
Ari Mihos
630 Madison Avenue
2nd Floor
Manalapan, NJ 07726

Phone: 215-791-5106
Email: AMihos@aaos.org

Add-ons

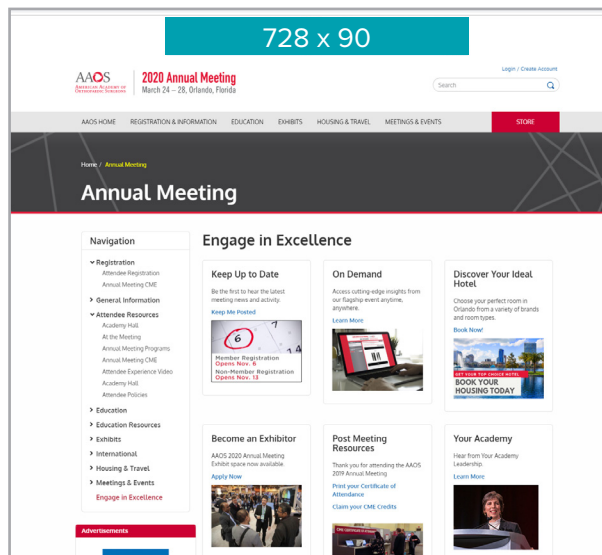
Add-ons should be provided as print-ready CMYK PDFs with fonts embedded and .25" bleed.



Digital Opportunities

AAOS Annual Meeting Pages Roadblock

Run your ad across the AAOS Annual Meeting Pages
 7-month sponsorship — November 2019–April 2020
 Average 600K impressions across the 6 months
 Cost: \$25,000 for 50% SOV



Headline News Now Conference Series

33% SOV across AAOS Annual Meeting Email Coverage
 6 emails sent to over 26K opted in Orthopaedic Surgeons highlighting top sessions from that day
Ad slot: 300 x 250
Cost: \$3,000 per ad per day
 \$12,000 for package of day 2–4 for 1 spot

