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Orthopedicstoday

THE ONLY INDEPENDENT CLINICAL NEWS SOURCE

MEETING COVERAGE

- Colson/World Research Society International World Congress
May 21-22, 2020
- Tenacuum relieved pain, improved function in OA
Richard S. Spritzer, MD, PhD
- Hip shape may predict T1R2
Loren L. Latta, PhD
- Systemic release of hand OA cartilage loss investigated
Michael D. Thayer

COVER STORY

Surgeons should educate each other on the hip-spine connection

Page 10

SURGICAL TECHNIQUE

Meniscus repair can be done inexpensively, relatively easily for certain cases, tear patterns

By Robert S. Swain, MD

EXCLUSIVE - FORWARD THINKING

Retirement planning 101: Six tools available to orthopedists

By Thomas H. White, MD, and David S. Swartz, JD, MBA

in the journals

- FOOT & ANKLE: Lateral wall osteotomy with biodegradable implants may aid calcaneal fracture results
Christine M. Gellera, MD, PhD
- ORTHOPEDICS: Suboptimal osteoporosis treatment reported
Jeffrey D. Neuman, MD

2020 RATE CARD

Print

Effective Rate Date: January 2020 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	\$4,785	\$4,240	\$3,485	\$2,800	\$2,395	\$1,440
3x	4,735	4,190	3,400	2,760	2,380	1,425
6x	4,655	4,165	3,350	2,715	2,375	1,405
12x	4,590	4,065	3,285	2,615	2,335	1,375
18x	4,500	3,945	3,170	2,555	2,310	1,335
24x	4,440	3,895	3,105	2,505	2,260	1,255
36x	4,320	3,755	3,040	2,445	2,235	1,235
48x	3,995	3,490	2,800	2,260	2,100	1,135
60x	3,930	3,425	2,775	2,200	1,995	1,095
72x	3,840	3,315	2,745	2,185	1,970	1,050
96x	3,720	3,260	2,675	2,100	1,940	1,030
120x	3,705	3,210	2,650	2,070	1,900	990
144x	3,650	3,165	2,595	2,030	1,870	935
196x	3,615	3,135	2,550	1,985	1,825	900
252x	3,580	3,100	2,525	1,945	1,780	870

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.

Circulation: 29,991

[Click to view full circulation info](#)

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

Advertising Office:

HEALIO STRATEGIC SOLUTIONS
 Patrick Duffey
 Vice President, Sales and Marketing
pduffey@healiostrategicsolutions.com, ext. 262

Nicole Rutter
 Senior Account Manager
nrutter@healiostrategicsolutions.com, ext. 305

Send Product insertion orders and ad materials to:

Joyce Seville
 Sales Administrator
jseville@healiostrategicsolutions.com, ext. 475

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

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 2020 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 2020 and earn valuable discounts in 2021. Spend levels achieved in the year 2020 will determine your Corporate Discount savings in 2021 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.:**
 - \$402/yr. individual; Outside U.S. add \$92 per/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 2019](#)
5. **Estimated total circulation for 2020:** 29,991

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:** See Editorial Calendar
 - b) **Product Update Section:** Space available basis
 - c) **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

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/slackadspecs

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/slackadspecs

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:** 34,000 (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.



2020 EDITORIAL CALENDAR

Print

ISSUE	AD CLOSING	MATERIAL DUE	FEATURED TOPICS	MEETING COVERAGE	BONUS DISTRIBUTION
January	12/2/2019	12/16/2019	Orthopedic infection	Current Concepts in Joint Replacement Winter	
February	1/2/2020	1/17/2020	Robotics for arthroplasty	Orthopedics Today Hawaii 2020	
March	2/3/2020	2/18/2020	3-D printing	Orthopaedic Research Society	American Academy of Orthopaedic Surgeons
April	3/2/2020	3/18/2020	Patellofemoral joint pain	American Academy of Orthopaedic Surgeons	Arthroscopy Association of North America
May	4/1/2020	4/20/2020	Knee rehabilitation	Arthroscopy Association of North America	
June	5/1/2020	5/20/2020	Mitigating opioid use	Extreme Sports Medicine	American Orthopaedic Society for Sports Medicine
July	6/1/2020	6/18/2020	Carpal tunnel syndrome	EFORT	
August	7/1/2020	7/17/2020	Ligament care	American Orthopaedic Society for Sports Medicine	
September	8/3/2020	8/18/2020	Geriatric fractures	MusculoSkeletal Infection Society	
October	9/1/2020	9/18/2020	Total ankle arthroplasty	American Society for Surgery of the Hand; Orthopaedic Trauma Association; American Orthopaedic Foot and Ankle Society	American Association of Hip and Knee Surgeons
November	10/1/2020	10/19/2020	Spine fusion	North American Spine Surgery; American Shoulder and Elbow Society	
December	11/2/2020	11/17/2020	Shoulder instability	American Association of Hip and Knee Surgeons	Orthopedics Today Hawaii 2021

Note: Editorial content subject to change