

# Journal of Surgical Orthopaedic Advances

Official Journal of the Southern Orthopaedic Association

2021 ADVERTISING RATE CARD

Rate Card #21

## CLOSING DATES FOR SPACE

Cancellations cannot be accepted later than one week after space reservation date. Publication sets copy one week before closing date for space.

ISSUE	Spring	Summer	Fall	Winter
SPACE RESERVATION	1/15/21	3/19/21	6/18/21	9/17/21
AD MATERIAL	1/22/21	3/26/21	6/25/21	9/24/21

## MISSION

The Southern Orthopaedic Association's (SOA) mission is to develop and to foster scientific medicine in the specialty of orthopaedic and trauma surgery. The SOA operates exclusively for charitable, scientific and educational purposes.

## MARKET SHARE

The *Journal of Surgical Orthopaedic Advances (JSOA)* reaches more than 8,000 specialists in the field of orthopaedics. These are the doctors you will want to reach with your advertising dollars. You can boost your sales to this elite group of practitioners through regular exposure of your company and its products.

## REPRODUCTION REQUIREMENTS

PDF files are strongly encouraged. PDFs should be high-resolution images (300 dpi or higher), CMYK, and/or grayscale colors. Inventory proof must accompany your file.

## GENERAL ADVERTISING RATES: Black and white rates

Frequency	Full Page	Half Page	Quarter Page
1 Time	\$920	\$600	\$370
4 Times	\$850	\$550	\$350

## AD SIZES

	Final Trim Size		Supplied Ad Size (with bleed)	
	Width	Height	Width	Height
Full Page	8-1/8"	10-7/8"	8-3/8"	11-1/8"
Half Pg Horizontal	8-1/8"	5-1/2"	8-3/8"	5-5/8"
Half Pg Vertical	4"	10-7/8"	4-1/8"	11-1/8"
Quarter Page	3-1/2"	5"	—	—

## AD TRIM SIZES

Journal trims 3/8" off top, 1/8" off bottom and outside edge. Final trim size of publication is 8-1/8" x 10-7/8". Live matter should be kept to a minimum of 3/8" inside trimmed edges, and a minimum of 3/8" should be allowed for the bind.

## COLOR RATES

Black and One Process Color:  
 Earned B&W Rate plus \$1,200

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Four Color Process:  
 Earned B&W Rate plus \$1,400

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Matched (PMS Specific Number):  
 Earned Color Rate plus \$600 per page or fraction

## EXTRA CHARGES:

B&W Composition Charges	
Full Page	\$210
Half Page	\$160
Quarter Page	\$125



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