

Journal of Surgical Orthopaedic Advances

Official Journal of the Southern Orthopaedic Association

2022 ADVERTISING RATE CARD

Rate Card #22

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 | 1/24/21 | 4/05/22 | 6/21/22 | 10/04/22 |
| AD MATERIAL | 1/31/22 | 4/12/22 | 6/28/22 | 10/11/22 |

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

Four Color Process:

Earned B&W Rate plus \$1,400

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



110 West Rd, Suite 227 | Towson, MD 21204-2316

410-494-4994 | toll free: 800-342-0454 | fax: 410-823-6898 | e-mail: ftufariello@datatrace.com

Frank M. Tufariello