An official journal of the International Society of Arthroscopy, Knee Surgery and Orthopaedic Sports Medicine (ISAKOS)

For more information on advertising, and to discuss your campaign requirements, please contact:

JOHN LOUGHRAN
Director of Sales
American Medical Communications
(215) 292-4112
jloughran@americanmedicalcomm.com

Frequency discounts available!
Ask your sales rep for details.
Clinical developments in orthopaedic sports medicine have accelerated in recent years. Journal of ISAKOS (JISAKOS) will help orthopaedic surgeons, and relevant specialists, stay current on the latest research and evidence-based guidelines, including understanding the different approaches to diagnosis and intervention around the world.

**Primary market**: Orthopaedic surgeons

**Secondary market**: Clinicians working in physical medicine & rehabilitation, sports medicine and physical therapy

**Review topics include**

- Orthopaedic sports medicine
- Sports traumatology
- Arthroscopy
- Open and arthroscopic knee surgery
- Degenerative joint disease
- Arthroplasty
- Foot and ankle
- Hip
- Elbow and wrist
- Shoulder
- Sports injury rehabilitation
- Team coverage
JISAKOS online offers the opportunity to target your products through geo-targeted, online advertising. There are a full range of digital opportunities available.

### Online Advertising Rates

<table>
<thead>
<tr>
<th>Pixels</th>
<th>Rate</th>
<th>Minimum charge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile banner 320 x 50</td>
<td>$70 per 1,000 impressions</td>
<td>$1710 for 25,000 impressions</td>
</tr>
<tr>
<td>Leaderboard 728 x 90</td>
<td>$70 per 1,000 impressions</td>
<td>$3,415 for 50,000 impressions</td>
</tr>
<tr>
<td>Skyscraper 120 x 600</td>
<td>$70 per 1,000 impressions</td>
<td>$3,415 for 50,000 impressions</td>
</tr>
<tr>
<td>Superskyscraper 160 x 600</td>
<td>$70 per 1,000 impressions</td>
<td>$1,365 for 20,000 impressions</td>
</tr>
<tr>
<td>MPU (Mid page unit) 300 x 250</td>
<td>$75 per 1,000 impressions</td>
<td>$1,840 for 25,000 impressions</td>
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<tr>
<td>Expandable Skyscraper 160 x 600 x 240</td>
<td>$80 per 1,000 impressions</td>
<td>$3,940 for 50,000 impressions</td>
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### Specifications

- **File type**: GIFs (animated preferred) and Rich Media accepted, subject to production clearance
- **File size**: Up to 50kb
- **Deadline to receive materials**: 5 working days prior to publication

*Please note:* Advertisements are accepted subject to availability and BMJ approval.

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## Display Advertising Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Frequency</th>
<th>Color</th>
<th>Cost</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter page</td>
<td>1x</td>
<td>B/W</td>
<td>$780</td>
<td>5”h x 3-1/2”w</td>
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<td></td>
<td>3x</td>
<td>B/W</td>
<td>$765</td>
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<tr>
<td></td>
<td>6x</td>
<td>B/W</td>
<td>$745</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12x</td>
<td>B/W</td>
<td>$720</td>
<td></td>
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<td>Half page</td>
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<td>B/W</td>
<td>$1,210</td>
<td>Horizontal – 4-3/4”h x 7-3/8”w</td>
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<td></td>
<td></td>
<td>Vertical – 9-1/2”h x 3-1/2”w</td>
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<tr>
<td></td>
<td>3x</td>
<td>B/W</td>
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<tr>
<td></td>
<td>6x</td>
<td>B/W</td>
<td>$1,165</td>
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<td></td>
<td>12x</td>
<td>B/W</td>
<td>$1,120</td>
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<td>Full page</td>
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<td>11-1/4”h x 8-1/4”w Bleed –</td>
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<td>11”h x 8-1/4”w Trim –</td>
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<tr>
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<td></td>
<td></td>
<td>9-1/2”h x 7-3/8”w Live area –</td>
</tr>
<tr>
<td></td>
<td>1x</td>
<td>Color</td>
<td>$3,230</td>
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<td>6x</td>
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<td>6x</td>
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<td></td>
<td>12x</td>
<td>B/W</td>
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<td></td>
<td>12x</td>
<td>Color</td>
<td>$3,100</td>
<td></td>
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</tbody>
</table>

### U.S. CIRCULATION
- 350+

### GLOBAL CIRCULATION
- 2,400+

### COUNTRY BREAKDOWN
- Africa: 3%
- Asia: 31%
- Europe: 25%
- Middle East: 5%
- North America: 22%
- Oceania: 9%
- South America: 3%

A truly global journal, ISAKOS members receive complimentary print copies.

We guarantee your advertisement will stand out because of our high editorial to advertisement ratio.

### Frequency discounts available!
Ask your sales rep for details.

### Bonus distribution!

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## Publishing Deadlines for 2017

<table>
<thead>
<tr>
<th>Issue</th>
<th>Final Selling Date</th>
<th>Artwork Due</th>
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</thead>
<tbody>
<tr>
<td>January/February</td>
<td>January 30, 2018</td>
<td>February 6, 2018</td>
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<tr>
<td>March/April</td>
<td>March 29, 2018</td>
<td>April 9, 2018</td>
</tr>
<tr>
<td>May/June</td>
<td>June 4, 2018</td>
<td>June 11, 2018</td>
</tr>
<tr>
<td>July/August</td>
<td>July 4, 2018</td>
<td>July 11, 2018</td>
</tr>
<tr>
<td>September/October</td>
<td>September 3, 2018</td>
<td>September 10, 2018</td>
</tr>
<tr>
<td>November/December</td>
<td>October 31, 2018</td>
<td>November 8, 2018</td>
</tr>
</tbody>
</table>

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