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 geotargeted, 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</td>
<td>$68.25 per 1,000 impressions</td>
<td>$1706.25 for 25,000 impressions</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>$68.25 per 1,000 impressions</td>
<td>$3,412.50 for 50,000 impressions</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>$68.25 per 1,000 impressions</td>
<td>$3,412.50 for 50,000 impressions</td>
</tr>
<tr>
<td>Superskyscraper</td>
<td>$68.25 per 1,000 impressions</td>
<td>$1,365.00 for 20,000 impressions</td>
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<tr>
<td>MPU (Mid page unit)</td>
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<td>Expandable Skyscraper</td>
<td>$78.75 per 1,000 impressions</td>
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### Specifications

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<thead>
<tr>
<th>File type</th>
<th>GIFs (animated preferred) and Rich Media accepted, subject to production clearance</th>
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<tbody>
<tr>
<td>File size</td>
<td>Up to 50kb</td>
</tr>
<tr>
<td>Deadline to receive materials</td>
<td>5 working days prior to publication</td>
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</table>

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

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

**JOHN LOUGHRAN**
Director of Sales
American Medical Communications
(215) 292-412
jloughran@americanmedicalcomm.com
## Display Advertising Rates

<table>
<thead>
<tr>
<th>Format</th>
<th>Frequency</th>
<th>Color</th>
<th>Cost</th>
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<td>Color</td>
<td>$3,100</td>
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</table>

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.

### 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%

## Publishing Deadlines for 2017

- **January/February**: February 6, 2018
- **March/April**: April 9, 2018
- **May/June**: June 11, 2018
- **July/August**: July 11, 2018
- **September/October**: September 10, 2018
- **November/December**: November 8, 2018

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