

Clinical Orthopaedics and Related Research

Official Journal of the Association of Bone and Joint Surgeons



2014 Media Information

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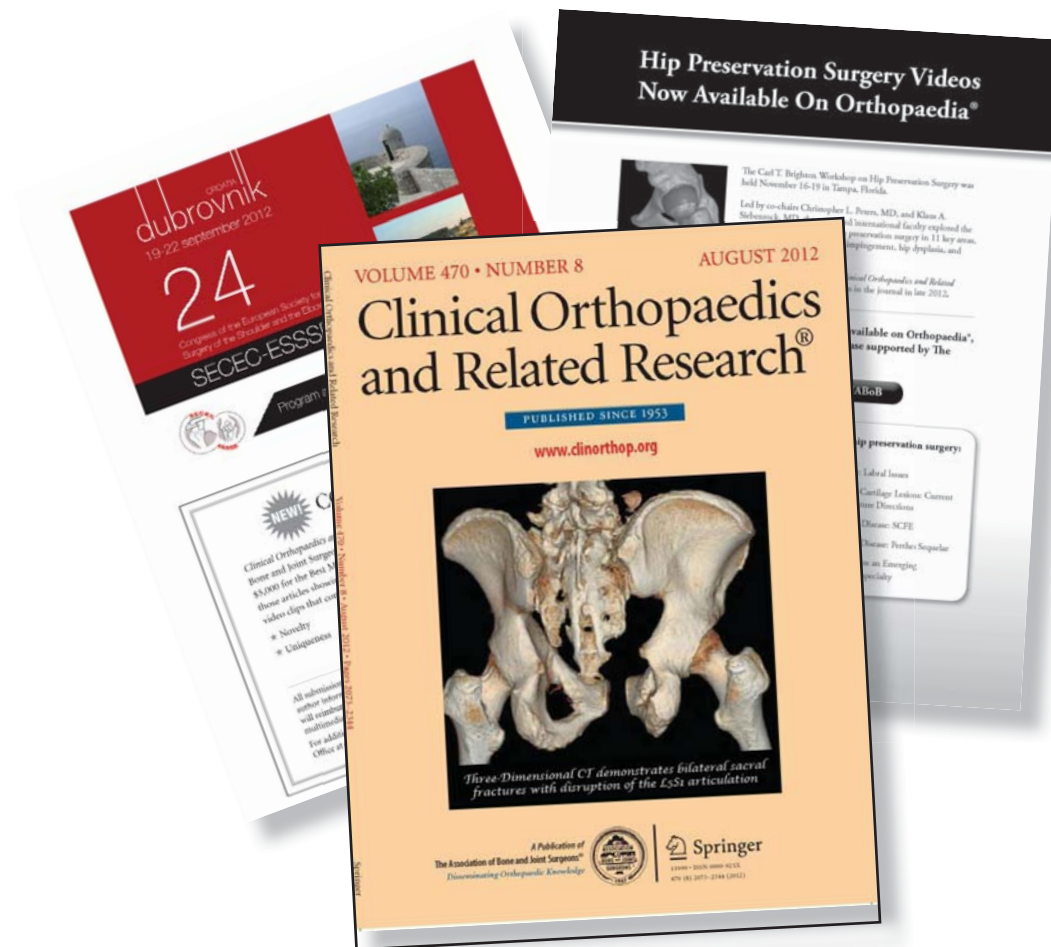
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EDITORIAL BOARD & SOCIETIES

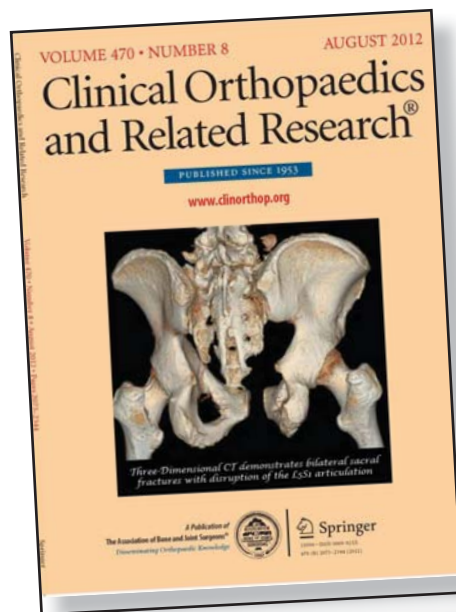
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Devoted to disseminating new and important orthopaedic knowledge, *Clinical Orthopaedics and Related Research*[®] is a leading peer-reviewed orthopaedic journal and a publication of The Association of Bone and Joint Surgeons[®]. CORR[®] brings readers the latest clinical and basic research and informed opinions that shape today's orthopaedic practice, thereby providing an opportunity to practice evidence-based medicine. With contributions from leading clinicians and researchers around the world we aim to be the premier journal providing an international perspective advancing knowledge of the musculoskeletal system.

CORR[®] publishes content of value to both generalists and specialists on all aspects of musculoskeletal research, diagnoses, and treatment:

- Original articles focusing on timely clinical issues.
 - Research articles highlighting the latest in basic biological or engineering research on musculoskeletal diseases.
 - Monthly "Symposia" devoted to a single topic offering the generalist reader an overview of a field, but providing the specialist current in-depth information.
 - The Classic, providing readers the opportunity to review relatively inaccessible articles forming the historical basis for our current practices.
 - An Orthopaedic Case of the Month providing readers an "unknown," case report, presented as would occur clinically; these cases and their discussions are selected for their unusual nature or particular teaching value.
- 50 Years Ago in CORR[®], highlighting a previously published manuscript related to an article in the current issue and comparing or contrasting older concepts or practices with the current; this feature provides readers a sense of the durability or transitory nature of ideas.

Readership: Clinicians involved in the active diagnosis, treatment and management of the disease

Established: 1991

Frequency: Monthly

2012 Impact factor: 2.787

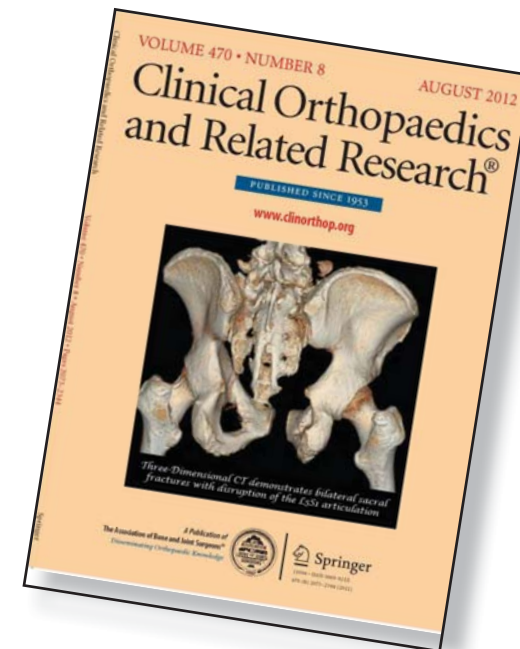
Circulation: 2,200

Editor-in-Chief:

Seth S. Leopold
Seattle, Washington

Managing Editor

Lee Beadling
Philadelphia, Pennsylvania



Societies and Affiliations

Official Journal of the Association of Bone and Joint Surgeons®



EDITORIAL CALENDAR

Publishing Month	Volume/ Issue	Space Reservation	Material Due Date	Mail Date	Bonus Distribution
January	472:1	11/22/2013	11/22/2013	1/02/2014	
February	472:2	12/24/2013	12/24/2013	1/28/2014	American Academy of Orthopaedic surgeons Annual Meeting 2013
March	472:3	1/24/2014	1/24/2014	2/28/2014	
April	472:4	2/21/2014	2/21/2014	3/28/2014	
May	472:5	3/24/2014	3/24/2014	4/28/2014	European Federation of National Associations of Orthopaedics and Traumatology
June	472:6	4/23/2014	4/23/2014	5/28/2014	
July	472:7	5/23/2014	5/23/2014	6/27/2014	
August	472:8	6/23/2014	6/23/2014	7/27/2014	American Society for Bone and Mineral Research
September	472:9	7/23/2014	7/23/2014	8/28/2014	American College of Surgeons Clinical Congress 2014
October	472:10	8/22/2014	8/22/2014	9/27/2014	American College of Rheumatology
November	472:11	9/22/2014	9/22/2014	10/27/2014	American Society for Cell Biology Annual Meeting 2014
December	472:12	10/22/2014	10/22/2014	11/25/2014	

Cancellations are not accepted after the closing date for space reservations.

If an advertiser fails to provide new artwork for a particular issue by the printed deadline (or a pre-approved extension granted by the publisher) , then the publisher will pick up the most recent artwork provided. If no artwork is on hand, then the advertiser will still be responsible for payments on space.

Acceptance Policy: The Publisher reserves the right to review and reject any advertising submitted to the journal which it deems as inappropriate for editorial content.



DISPLAY ADVERTISING RATES

B&W RATES	1 TIME	3 TIMES	6 TIMES	12 TIMES	24 TIMES
1 pg	\$2190	\$2065	\$2020	\$1625	\$1570
1/2 pg	\$1630	\$1575	\$1500	\$1100	\$1050
1/4 pg	\$1190	\$1145	\$1080	\$870	\$825

CLASSIFIED ADVERTISING RATES

B&W RATES	1 TIME	3 TIMES	6 TIMES	12 TIMES
1 pg	\$1825	\$1720	\$1685	\$1400
1/2 pg	\$1355	\$1275	\$1200	\$900
1/4 pg	\$990	\$950	\$900	\$650

COLOR CHARGES

STANDARD	\$925
MATCHED	\$1070
4-COLOR	\$1350

Full color charges also apply to fractional pages.

Bleed: no charge.

Institutional rate: \$1132

INSERTS

2-Page Insert	2x Earned B&W Rate
4-Page Insert	4x Earned B&E Rate
Larger Units	# of pages x earned B&W rate

COVER AND PREFERRED POSITIONS

Second Cover	35% over earned B&W rate
Third Cover	15% over earned B&W rate
Fourth Cover	50% over earned B&W rate
Other specified	10% over earned B&W rate

- Premium over earned b/w page rate. Non-cancelable.
- Premium positioning not guaranteed with insert.
- Please consult with your sales representative for availability of all positions.

PAYMENT TERMS

All payments are to be made payable to Springer and the journal title, in U.S. funds drawn on a U.S. bank, within 30 days of the invoice date. The Publisher reserves the right to hold the advertiser and/or its agency jointly liable for monies due and payable to the Publisher.

SHORT RATES

Advertisers will be short-rated if, within a 12-month period from the first insertion, they do not use the space upon which their billings have been based.

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PRINT ADVERTISEMENTS deliver your brand and product message to a targeted audience of influential professionals. The credibility of our journal content is the vehicle that will deliver your value proposition. Maximize our flexible print ad options to capture the attention your brand deserves.

MECHANICAL REQUIREMENTS

SIZING		
AD SIZE IN INCHES	WIDTH	DEPTH
Full page	7	10
1/2 page Vertical	3 1/4	10
1/2 page Horizontal	7	5
1/4 Page	3 1/4	5
2-Page Spread	15	10

Bleed: Plate size: 8 1/2" X 11 1/4".

Trim size: 8 1/4" X 11".

- Keep live matter at least 1/4" from all sides.
- On 2-Page spread 1/8" on the outside and 1/4" in the gutter will trim off.

Printing Process: web

Paper stock within journal:

- Inside pages: 60 # white Sterling gloss.
- Covers: 10 point coated two sides.

Type of Binding: Perfect

Halftone: 133

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INSERT REQUIREMENTS

All inserts must be furnished printed, ready for binding. Multiple leaf inserts must be furnished folded. Sample of insert must be submitted to advertising manager for approval. Carton packing preferred, quantity, publication, and date should be clearly indicated.

Two-page insert: 8 1/2" X 11 1/4".

Four-page insert: 17" X 11 1/4" (before folding). Keep live matter 1/4" from trim.

Stock weight: Maximum 80 # gloss.

Quantity: Amount from "total circulation" plus 10% "additional". It is recommended that the advertiser contact Corporate Advertising, when an issue has a larger print run.

Closing date: Same as ad closing date.

PRODUCTION REQUIREMENTS

Electronic file format: PDF, JIFF, or TIFF format.

INSERTS SHOULD BE SENT TO:

Clinical Orthopaedics and Related Research • The Sheridan Press • 450 Fame Avenue • Hanover, PA 17331

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Our Advertising team focuses on two online advertising options:

Banner Ads - An embedded ad placed on our research site SpringerLink.com. **NEW* Positioning for 2013:** sized at 160x600, these ads are positioned on the top right of our web pages directly adjacent to our content listing. The new, wider skyscraper position will guarantee attention on your brand.

e-TOC Alert - An EXCLUSIVE right to advertise in our reader-subscribed email blast, on a per issue purchase basis. This alert details a summary of future content in the upcoming journal issue. Sized at 468x60, it is placed directly above the content listing in the email. These alerts have the **highest click-through rates** of all Springer e-products.

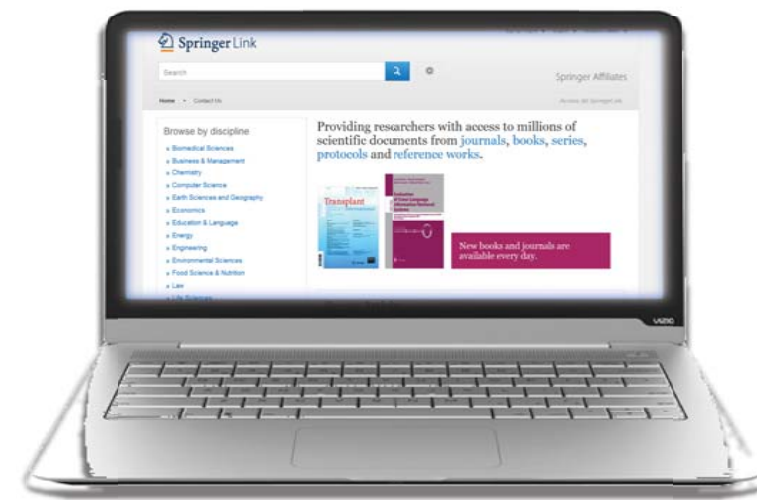
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SpringerLink Stats:

- SpringerLink receives over 3 million page impressions daily (Source: Google Analytics)
- In 2011 SpringerLink.com had 122 million unique visitors and 228 million visits (Source: Google Analytics)
- The average click rate for banner ads placed on SpringerLink.com is .10 (Source: Google Analytics)
- SpringerLink hosts more than 1,700 scientific journals
- On average each journal reaches about 280 E-Toc Subscribers (Numbers may vary due to fluctuation and popularity of journal)





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With more than 40 years' experience working with the pharmaceutical industry, we are specialists in delivering innovative medical content and communications solutions. Our products and services include scientific communications, promotional medical education and marketing programs, prescriber and patient education materials, independent medical news services, commercial market analysis and pharmaceutical sales force training.

With our in-depth knowledge, vast experience, unique global footprint, and flexible, innovative solutions covering every stage of the product lifecycle, we are the medical communications partner of choice.

Please contact your sales representative, for more information about online advertising opportunities.

CONTACT INFORMATION

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Contracts and Patch Orders should be sent to:

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