

Print Rates

	1x	3x	6x	9x	12x	18X	24X	36X	48X	60x
Black & White (add color rates)										
Full page	3,650	3,555	3,495	3,330	3,210	3,085	2,995	2,770	2,585	2,525
1/2 page	2,100	1,980	1,845	1,725	1,605	1,505	1,385	1,270	1,165	
1/4 page	1,045	1,015	950	900	825	780	715	660		
BRC Rates	3,650	3,555	3,495	3,330	3,210	3,085	2,995	2,770	2,585	
Full-Page Insert Rates 2x Black & White Page Rate + 1 Page										
2-pages	10,950	10,665	10,485	9,990	9,630	9,255	8,985	8,310	7,755	7,575
4-pages	18,250	17,775	17,475	16,650	16,050	15,425	14,975	13,850	12,925	12,625
Color Rates										
3 or 4 color	2,375	2,375	2,375	2,375	2,375	2,375	2,375	2,375	2,375	2,375
2-color standard	740	740	740	740	740	740	740	740	740	740
4-color, 2 pages	4,275	4,275	4,275	4,275	4,275	4,275	4,275	4,275	4,275	4,275
4-color, 1/2 page	1,190	1,190	1,190	1,190	1,190	1,190	1,190	1,190	1,190	1,190
Preferred Position Rates* (add color rates)										
Cover 4	7,300	7,110	6,990	6,660	6,420	6,170	5,990	5,540	5,170	
Cover 3	5,475	5,332.50	5,242.50	4,995	4,815	4,627.50	4,492.50	4,155	3,877.50	
Cover 2	7,300	7,110	6,990	6,660	6,420	6,170	5,990	5,540	5,170	
Cover 3 & 4	7,300	7,110	6,990	6,660	6,420	6,170	5,990	5,540	5,170	
TOC	4,562.50	4,443.75	4,368.75	4,162.50	4,012.50	3,856.25	3,743.75	3,462.50	3,231.25	
Opposite first editorial	4,562.50	4,443.75	4,368.75	4,162.50	4,012.50	3,856.25	3,743.75	3,462.50	3,231.25	
First spread	4,562.50	4,443.75	4,368.75	4,162.50	4,012.50	3,856.25	3,743.75	3,462.50	3,231.25	

BRC: Must be accompanied by a full-page ad.

Channels: Print



Print Rates (continued)

Cover Tips or Polybag Enclosures

U.S	\$18,000 gross (materials supplied by advertiser)
Full Circulation	\$20,000 gross (materials supplied by advertiser)
Polybag printing	\$10,000 gross per issue with 3-issue minimum
Subspecialty ride along	\$2.50 gross per piece - 2,000 – 3,000 quantity
	\$2.25 gross per piece - 3,001 – 4,000 quantity

Preferred Position Rates

Cover II	100%
Cover III**	50%
Cover IV	100%
Opposite TOC	25%
Opposite First Editorial	25%
First Spread	25%

* Premium on b/w only

** No premium charge when used in conjunction with Cover IV

Print Discounts

Buy Two, Get One at ½ Off*

*Buy two run-of-book or two preprinted inserts in the same month and receive 50% off the second insertion in the second edition of the same month (must be for same product and same unit size or smaller).

Cover Premium Frequency*

Within one calendar year:

Buy	Save on each
4	10%
6	15%
12	20%
24	25%

TOC Premium Frequency*

Within one calendar year:

Buy	Save on each
12	2%
18	5%
24	10%

50% Off

Prescribing Information pages after page 2

New Advertiser

5% off net total for all print campaigns; minimum three insertions in 12 consecutive-month timeframe

Integrated Media Discount Programs**

*Discounts apply to premium charges only

**Contact your JBJS representative

Channels: Print



Print Issue and Closing Dates

Issue	Specialty Update (subject to change)	I/O Close*	Material Close*	Bonus Distribution & Other Value Add
Jan 6		Nov 30	Dec 9	
Jan 20	Knee	Dec 16	Dec 28	
Feb 3		Dec 31	Jan 12	
Feb 17	Pediatric	Jan 14	Jan 25	
Mar 2		Jan 28	Feb 8	AAOS
Mar 16	Hand	Feb 11	Feb 23	
Apr 6		Mar 4	Mar 15	COMOC - South Africa
Apr 20	Sports Med	Mar 18	Mar 29	
May 4		Apr 1	Apr 12	
May 18	Foot & Ankle	Apr 15	Apr 26	
Jun 1		May 5	May 16	EFORT - Geneva
Jun 15	Spine	May 19	May 31	
Jul 6		Jun 2	Jun 13	
Jul 20	Trauma	Jun 16	Jun 27	
Aug 3		Jun 30	Jul 12	
Aug 17	Limb Lengthening & Deformity Correction	Jul 15	Jul 26	
Sep 7		Aug 4	Aug 15	
Sep 21	Hip	Aug 18	Aug 29	
Oct 5		Sep 1	Sep 13	
Oct 19	Shoulder & Elbow	Sep 16	Sep 27	
Nov 2		Sep 30	Oct 11	
Nov 16	Rehabilitation	Oct 14	Oct 25	
Dec 7	Research	Nov 2	Nov 11	
Dec 21	Tumor	Nov 16	Nov 29	

Channels: Print

*Editorial calendars can be emailed approximately 4-6 weeks in advance of publication. Contact your JBJS representative to be added to the email distribution list. *Estimates only.*

