



2018 ADVERTISING RATE CARD

PUBLISHER'S STATEMENT

AJO—*The American Journal of Orthopedics*® becomes a fully digital experience in 2018. Responding to the evolving needs and habits of our readers, we will be offering all of our clinical content through a website redesign that includes new functionality and interactive features. The primary goal of AJO is to provide timely, practical, clinical and technical information of the highest caliber to the orthopedic surgeon in everyday practice. We present comprehensive, peer-reviewed, and clinically relevant review articles, original studies, case reports, and practical department features, including Tools of the Trade, Practice Management, Imaging Series, Orthopedic Technologies and Techniques, and Tips of the Trade. Content is enhanced with multimedia resources, expert commentary, eNewsletters, editorials from our Resident Advisory Board, online polls, and the latest news. The website, www.amjorthopedics.com, averages 55,000+ users per month and has year-over-year growth of more than 150% in terms of unique visits and page views. More than 40% of readers use mobile devices to access AJO. AJO publishes original research studies referenced in Index Medicus/Medline, making it a much-needed vehicle for research, and one that delivers the research findings to the universe of US orthopedic surgeons.

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- Product guide
- Editorial

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For further information, contact your account manager or the publisher

Introducing the AJO Product Guide

A new and more effective way to showcase your products and devices:

- www.amjorthopedics.com – averages 55,000+ unique visitors and 125,000 page views per month, with triple digit website growth in 2017.
- The robust 150% growth rate of this site provides the ideal environment to showcase your latest products in a timely and impactful manner.
- AJO e-newsletters reach 30,000 orthopedic surgeons weekly delivering greater than 20% open rates.
- The new AJO Product Guide has been designed to seamlessly and contextually integrate with and add value to the clinical content orthopedists are consuming – producing true quality leads.

AJO provides 3 affordable ways to accomplish your objectives:

LEVEL ONE (NO CHARGE)

1. Manufacturer contact information
2. 20 “basic” product listings and limited specs

LEVEL TWO (\$2900 PER YEAR)

1. All features listed above plus:
2. Company logo and image of product(s)
3. In-text link to manufacturer name
4. Listing in the section “Featured Products in this Article”

LEVEL THREE (\$5500 PER YEAR)

1. All features in levels one and two plus:
2. Product links to articles, press releases, testimonials
3. Embedded Video for each product listing

Note: When your product is referenced within a relevant article on the site, one click will take the user directly to your listing in AJO Product Guide.

CONTACTS

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■ CUSTOM MULTI-MEDIA PROGRAMS

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EDITORIAL

General Editorial Direction

The American Journal of Orthopedics® is a peer-reviewed, practice-oriented clinical journal that serves the educational needs of the orthopedic surgeon, and related subspecialists. The journal digitally publishes review articles, original studies, case reports, and practical features, including Practice Management, Imaging Series, Tips of the Trade, and Orthopedic Technologies & Techniques. All articles are listed in INDEX MEDICUS/MEDLINE.

Average Issue Information (2017)

Editorial, Original Studies, 5 Points, Orthopedic Technologies and Techniques, Review Papers, Case Reports & Literature Reviews, Imaging Series, Tips of the Trade, Practice Management, Letters to the Editor.

Origin of Editorial

- **STAFF WRITTEN:** 10% of content.
- **SOLICITED:** 50% of articles.
- **SUBMITTED:** 40% of articles.
- **PEER REVIEW:** All articles submitted are reviewed by 2 Editorial Board members. Rejection rate is approximately 80%.
- **SUBMISSIONS:** All articles must conform to the "Information for Authors," which is found on our website at www.amjorthopedics.com.
- **WEBSITE:** All content is available on the journal's website (www.amjorthopedics.com). Digital content includes articles, videos, audio, and a product guide.

Editorial Research: Issues are post-tested periodically to measure readership response to the editorial package.

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■ CUSTOM MULTI-MEDIA PROGRAMS

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Engagement, Frequency...
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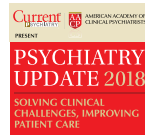
CONTACTS

- Product guide
- Editorial

FMC'S INTEGRATED MEDIA OPPORTUNITIES

- DIGITAL ADVERTISING & SPECIFICATIONS
- CUSTOM MULTI-MEDIA PROGRAMS

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Frontline Medical Communications Inc is one of the healthcare industry's largest medical communications companies and a leader in digital, print, and live events. The Company leads in HCP-level targeting and is ranked 1st in combined web and print engagements. With MDedge™ and BPA-audited database, FMC meets the marketing challenges of our clients with superior reach, optimal sponsorship opportunities, and flexible advertising programs.

- ▶ A portfolio of 38 print and digital publications, reaching 25 distinct market segments, circulation surpasses 850,000 healthcare professionals (HCPs), over 1.1M copies each month.
- ▶ MDedge™, our state-of-the-art integrated web portal of personalized medical news, features indexed and peer-reviewed clinical content, and interactive learning opportunities.
- ▶ Access to 1.3 million physicians, nurse practitioners, physician assistants, HCPs, and other key decision makers through our validated proprietary e-database
- ▶ eNewsletters, interactive Web sites, digital editions, and mobile apps deliver content daily
- ▶ 22 live events
- ▶ Collaboration with notable societies and key medical associations
- ▶ Producers of innovative, engaging, educational programs

From 1 to 1M+, FMC delivers your message to the right audience at the right time. Leverage our primary care and specialty reach and earn advertising efficiencies through our 2018 discount programs: corporate-wide earned frequencies based on combined pages, new business/launch programs; continuity discounts; and corporate discounts.

Contact [your account manager](#) directly or call 973-206-3434.

Visit www.frontlinemedcom.com or to access all rate cards and our integrated media kit visit www.frontlinerates.com.

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True HCP Engagement
In Every Way, On Every Day**

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| <i>The American Journal of Orthopedics®</i> | <i>Hematology-Oncology Board Review Manual</i> |
| <i>Cardiology News®</i> | <i>IDPractitioner®</i> |
| <i>CHEST® Physician</i> | <i>Internal Medicine News®</i> |
| <i>Clinical Endocrinology News®</i> | <i>Journal of Clinical Outcomes Management®</i> |
| <i>Clinical Neurology News®</i> | <i>The Journal of Community and Supportive Oncology®</i> |
| <i>Clinical Psychiatry News®</i> | <i>The Journal of Family Practice®</i> |
| <i>Clinician Reviews®</i> | <i>Journal of Hospital Medicine®</i> |
| <i>Cosmetic Dermatology®</i> | <i>Neurology Reviews®</i> |
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