



The Journal of the American Osteopathic Association

Established 1901

Rates Effective January 2018

General Information

American Osteopathic Association
142 E. Ontario St., Chicago, IL 60611-2864
ads@osteopathic.org
(800) 621-1773 • fax (312) 202-8477

Mission

The *JAOA's* mission is to serve as an international forum for the dissemination of scientific literature that incorporates an integrative, comprehensive, patient-centered approach to clinical care and improving health.

Content

The *JAOA* publishes original investigations, current reviews and meta-analyses with expert critical viewpoints, and didactic discourses in a wide variety of clinical fields. The *JAOA* is particularly interested in research articles that reflect osteopathic medicine's traditional emphasis on the role of the musculoskeletal system in health and disease. *The Journal* also publishes medical education and special communication articles, as well as other clinically relevant pieces. Articles and letters on controversial topics may—at the editor in chief's discretion—be published in the *JAOA*, provided that all sources are clearly identified.

ISSUANCE

Published monthly since 1901. Mailed the 5th of the month.

EDITORIAL CONTENT

The Journal of the American Osteopathic Association (JAOA) is the osteopathic medical profession's leading peer-reviewed scientific journal. It publishes articles by osteopathic physicians and other scientists on research, evidence-based osteopathic medicine, clinical practice, and medical education.

Most issues of the *JAOA* provide two AOA Category 1-B credits to DOs who pass the *JAOA's* CME quizzes. DOs who do not take the quizzes can earn 0.5 AOA Category 2-B credits for each issue they inform the AOA they have read.

The *JAOA* is indexed by the National Library of Medicine. Its editorial acceptance rate is approximately 50%. Special issue annually: Education (April).

STAFF

Editor in Chief: Robert Orenstein, DO
Chief Communications Officer: Charlie Simpson
Director: Audrey Lusher.....(312) 202-8169
Publications Specialist: Andrew Given(312) 202-8025
National Sales Manager: Randall Roash(609) 263-9500

Advertising Policies

ACCEPTANCE OF ADVERTISING COPY

Advertising is accepted at the sole discretion of the AOA. Advertising copy must be approved by the AOA. Submit copy for approval to ads@osteopathic.org. Allow 15 working days for review of all new products.

CLOSING DATE FOR SPACE RESERVATION

First of the month proceeding the month of issue. Any orders canceled after the closing dates are subject to full space charges for the space reserved, including premium-position charges. All verbal cancellations must be followed with written confirmation. Please call to confirm the AOA's receipt of all cancellation notifications.

COMMISSION AND TERMS

15% to recognized agencies.

PLACEMENT OF ADVERTISING

Advertising is interspersed throughout the editorial copy.

EDITORIAL-ADVERTISING RATIO

At least 75% editorial content.

PAYMENT

Payment must be made by business check or credit card before the ad is published.

Rate Information

PRINT ADVERTISING

The rates for print advertising are based on the total number of pages or fractional pages placed within the calendar year.

	1x	4x	6x
Full Page	\$2,000	\$1,940	\$1,880
1/2 Page	\$1,300	\$1,250	\$1,200
1/3 Page	\$1,100	\$1,060	\$1,020
1/4 Page	\$950	\$920	\$890
2nd cover	\$2,500	\$2,400	\$2,300
4th cover	\$2,695	\$2,495	\$2,295
3rd cover	\$2,100	\$2,000	\$1,900

INSERTS

E-mail ads@osteopathic.org for quotes.

ONLINE ADVERTISING

For online advertising opportunities for the *JAOA* and *The DO*, please contact James DeBois—
JD@associationrevenuepartners.com; (214) 296-4860

E-MAIL ADVERTISING

To advertise in the *JAOA's* monthly electronic table of contents (eTOC), e-mail ads@osteopathic.org

SPECIAL SERVICES AND ADVERTISING PROGRAMS

For targeted marketing programs, reprints, outserts (piggybacks), and bellybands, e-mail ads@osteopathic.org.

Circulation

CIRCULATION

Qualified recipients of the *JAOA's* print editions include osteopathic family physicians, general practitioners, general internists, internal medicine subspecialists, pediatricians, obstetricians and gynecologists, and specialists in osteopathic manipulative treatment.

	Circulation
Print	28,500
eTOC	140,000

Mechanical Requirements

PRINT ADVERTISING SPECIFICATIONS

	Non-bleed		Bleed	
	Width	Depth	Width	Depth
Full page	7 in	10 in	8 1/8 in	11 1/8 in
1/2 page	6 3/4 in	4 1/2 in	8 1/8 in	5 1/4 in
1/3 page	4 5/8 in	4 2/3 in	NA	NA
1/4 page	3 1/4 in	4 1/2 in	NA	NA

BLEED ADVERTISEMENTS

Keep live matter and functional art 1/2 inch within trim size of page. Trim size is 7 7/8 x 10 7/8 inches.

PAPER STOCK

Cover: 80-pound basis white gloss enamel
Body: 45-pound basis white gloss enamel

REPRODUCTION REQUIREMENTS

Standard web offset press (SWOP) for CMYK output. The *JAOA* prefers press-quality PDF files with .125 inch bleed (if applicable), crop marks and fonts embedded. The *JAOA* also accepts files in the following formats: QuarkXPress, Adobe InDesign, Adobe Illustrator. Packaged files should contain collected fonts and links to artwork.

INSERT SPECIFICATIONS

	Two-page, single-sheet	Four-page
Bleed	8 1/8 in x 11 1/8 in	16 3/8 in x 11 1/8 in
Trim	7 7/8 in x 10 7/8 in	7 7/8 in x 10 7/8 in
Folded	NA	8 7/8 in x 11 1/8 in

Allow 1/8-inch head and foot trim, 1/8-inch outside edge trim, and 1/8-inch gutter trim. Keep live matter and functional art 1/2 inch within trim. Inserts smaller than trim size will not be accepted. Inserts wider than 8 1/2 inches are subject to mechanical charges for pretrimming. All technical charges are noncommissionable. For requirements for inserts of six or more pages, e-mail ads@osteopathic.org.

STOCK FOR INSERTS

Maximum paper weights are:
two-page insert. 80-pound
four- to six-page insert. 70-pound
eight pages or more . . . contact the Publications Specialist

All weights are based on 25 x 38 book paper basis.

Any paper stock other than machine-coated enamel finish must be submitted to the AOA for approval prior to printing. Size specifications and layout must be included.

QUANTITY FOR INSERTS

Before printing inserts, request exact quantity from the AOA.

DISPOSITION OF PRINTED MATERIALS

Extra materials are held for 120 days. If no instructions are received before 120 days, materials will be destroyed.

SHIPPING INSTRUCTIONS

All contracts, insertion orders and instructions should be emailed to ads@osteopathic.org or shipped to:

The Journal of the American Osteopathic Association
American Osteopathic Association
142 E. Ontario St.
Chicago, IL 60611-2864

All digital files, inserts, proofs, and other digital and printed materials should be shipped to:

The Journal of the American Osteopathic Association
c/o LSC Communications
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

Label shipment with advertiser's name, quantity, and issue dates. Ship inserts folded, untrimmed and one-up on skids or in cartons. Ship prepaid.