



The Journal of the American Osteopathic Association

2017 RATES FOR PRINT ADVERTISING *Effective January 2017*

General Information

PRODUCTION MANAGER

American Osteopathic Association
142 E. Ontario St., Chicago, IL 60611-2864
ads@osteopathic.org
(800) 621-1773, ext. 8177 • fax (312) 202-8477

ISSUANCE

Published monthly since 1901. Mailed 1st 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 a half-hour of AOA Category 2-B credit 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
Production Manager: Patty Burns (312) 202-8177
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 preceding the month of issue. Any orders canceled after the closing date 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

Fifteen percent to recognized agencies.

PLACEMENT OF ADVERTISING

Advertising is interspersed throughout the editorial copy.

EDITORIAL-ADVERTISING RATIO

At least 65% editorial content.

PAYMENT

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

Rate Information

RATES

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	\$1,844	\$1,757	\$1,705
1/2 page	\$1,260	\$1,180	\$1,150
1/4 page	\$ 800	\$ 750	\$ 690

COVERS AND OTHER PREFERRED POSITIONS

Fourth cover plus 50%
Second cover plus 25%

INSERT RATES

Please call the Production Manager for quotes.

SERVICES TO ADVERTISERS

Ad design for qualified advertisers, custom research, targeted marketing programs, and reprints. Consult the AOA National Sales Manager, Randy Roash, at (609) 263-9500, cell (312) 451-7561, or rroash@osteopathic.org.

SPECIAL PUBLISHING PROGRAMS

Single-topic clinical supplements to the *JAOA* are published periodically. Outsert (piggyback) and bellyband programs are also available. Consult AOA National Sales Manager Randall Roash.

ONLINE ADVERTISING

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

Circulation

PRINT 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.

SUBSCRIPTION RATES

Single copy, \$25 domestic and \$40 outside the United States. Per year, \$180 domestic and \$300 outside the United States.

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Mechanical Requirements

SPECIFICATIONS

	Non-bleed		Bleed	
	Width	Depth	Width	Depth
full page	7"	10"	8 $\frac{1}{8}$ "	11 $\frac{1}{8}$ "
1/2 page horizontal	6 $\frac{3}{4}$ "	4 $\frac{1}{2}$ "	8 $\frac{1}{8}$ "	5 $\frac{1}{4}$ "
1/4 page	3 $\frac{1}{4}$ "	4 $\frac{1}{2}$ "	NA	NA

BLEED ADVERTISEMENTS

Keep live matter and functional art $\frac{1}{2}$ inch within trim size of page. Trim size is 7 $\frac{7}{8}$ x 10 $\frac{7}{8}$ inches.

PAPER STOCK

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

BINDING

Perfect bound.

REPRODUCTION REQUIREMENTS

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

INSERT REQUIREMENTS

Two-page, single-sheet insert Bleed: 8 $\frac{1}{8}$ " x 11 $\frac{1}{8}$ "
Trim: 7 $\frac{7}{8}$ " x 10 $\frac{7}{8}$ "

Four-page insert Bleed: 16 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ "
Folded: 8 $\frac{1}{8}$ " x 11 $\frac{1}{8}$ "
Trim: 7 $\frac{7}{8}$ " x 10 $\frac{7}{8}$ "

Allow $\frac{1}{8}$ inch head and foot trim, $\frac{1}{8}$ inch outside edge trim, and $\frac{1}{8}$ inch gutter trim. Keep live matter and functional art $\frac{1}{2}$ inch within trim.

Inserts smaller than trim size will not be accepted. Inserts wider than 8 $\frac{1}{2}$ inches are subject to mechanical charges for pretrimming. All mechanical charges are noncommissionable.

For requirements for inserts of six or more pages, contact the AOA at (800) 621-1773, ext. 8177, or ads@osteopathic.org.

STOCK FOR INSERTS

Maximum paper weights are:
two-page insert 80-pound
four- to six-page insert 70-pound
eight pages and more consult the Production Manager

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 Publishers Press
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.



AMERICAN OSTEOPATHIC ASSOCIATION

TREATING OUR FAMILY AND YOURS

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