

AAOS 2025 ANNUAL MEETING OPPORTUNITIES

AAOS **now** DAILY EDITION

The official publication of the AAOS 2025 Annual Meeting, March 10–14, San Diego, CA

The official publication of the Annual Meeting, the *AAOS Now Daily Edition* is published on-site at AAOS 2025.

Each issue contains coverage of late-breaking research, various education opportunities, speeches from AAOS leadership, and other meeting highlights. Each issue also includes daily schedules of key events.



Advertising & Sales Office

AMC Media Group

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Why advertise?

- Drive traffic to your booth
- Showcase your products and services and make contact with key decision-makers
- Maximize your on-site effectiveness

Circulation & Distribution

Distributed by a team of professionals as well as available in magazine bins located at high-traffic areas throughout the Convention Center.



Rates

Rates include placement in all four issues. (Creative may change daily.)

Ad Sizes:	Black & White (4 Issues)	4-Color (4 Issues)
King Page	\$11,803	\$13,955
Island Page	\$9,681	\$11,803
1/2 Page Horizontal or Vertical	\$7,335	\$9,681

Premium Positions:

(All rates based on a single, king-sized page, and run in all four issues).

Front Cover Banner	\$12,705
Cover 2	\$19,005
Cover 4	\$20,706
Center Spread	\$30,135
Opposite Table of Contents	\$17,378
Opposite Schedule at a Glance	\$15,383

Additional Advertising Opportunities:

Gatefold	Please inquire
Cover Flap	\$23,100 per issue*

*Pricing does not include printing.

*All rates are net.

Increase your presence in the AAOS 2025 Dailies and get your 728x90 rotating banner ad on the online Dailies publication page. Add this option to your print ad in the Dailies for an additional \$1,000. Ads will be rotated. Up to 4 available positions (25% SOV).

Issuance & Closing Dates:

Ad space: **4x**

	Day 1 (Mon)	Day 2-4 (Tue-Thurs)
Space close	2/7/25	2/14/25
ROB ads due	2/14/25	2/27/25
Cover flaps	2/21/25	2/27/25

Digital File Specifications

FILE FORMATS:

Preferred format is PDF/Acrobat 7 or later, set for compatibility with PDF version 1.6.

All high-resolution images and fonts must be included. All images must conform to the following minimum resolution specifications: grayscale and color images: 300 dpi; combination grayscale and color images: 500-900 dpi; line art (bitmap) images: 900-1200 dpi. Do not nest EPS files.

PAGE LAYOUT:

Supply as single page files only, right reading, portrait mode, 100% size, no rotation. Created to the trim of the magazine, plus a minimum 0.125" bleed on all sides. Keep live matter 0.5" from trim edges. Crop marks and SWOP color bars must be included, position 0.5" outside trim. Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color. All fonts and graphics must be embedded or included with the files and conform to the file formats listed above.

PROOFS:

Proofs must be produced from the final file submitted. All proofs must conform to SWOP standards. For a list of current SWOP-approved proofs, visit www.swop.org/certification/certmfg.asp, and click on "Certified Systems & Ads." Desktop inkjet printer proofs do not meet SWOP standards. AMC Media Group cannot guarantee color match unless acceptable proof is provided.

DISPOSITION OF MATERIAL:

Reproduction material will be held one year from last insertion.

Mechanical Requirements

SWOP standards apply. All supplied ads should have registrations, center, and trim marks and should indicate issue date, page positioning, and other pertinent instructions on proofs and insertion orders. Contact AMC Media Group before ad is due for additional specifications. Submit in PDF format CMYK. Convert spot colors to CMYK. All fonts must be embedded. High-resolution images. File and proof should include bleeds and trim.

All material should be supplied to the following specs:

TRIM SIZE: 9.5" x 13.5"

BLEED: 0.125"

LIVE MATTER: 0.5" from trim and gutter

TYPE OF BINDING: Saddle-stitched

Ad Sizes:	Non-Bleed	Bleed	Trim
King Spread	18.5" x 13"	19.25" x 13.75"	19" x 13.5"
King Page	9" x 13"	9.75" x 13.75"	9.5" x 13.5"
Island Spread	18" x 9.5"	19" x 10.5"	19" x 10.25"
Island Page	6.5" x 9.625"	7.075" x 10.5"	6.825" x 10.25"
1/2 Horizontal	8.5" x 5.875"	9.75" x 6.75"	9.5" x 6.5"
1/2 Vertical	4.375" x 11.75"	4.875" x 13.75"	4.625" x 13.5"
Front Cover Banner	8.75" x 2.125"	NA	NA
Cover Flap*	NA	7.25" x 5.25"	7" x 5"

*Cover flap is stitched to the publication, so a 4" flap will be added and folded to the back of the publication.

Delivery of Material

MEDIA DELIVERY OF ADS:

PDFs must be sent via email or client's files sharing software. CD-ROM or DVD are no longer accepted.

CONTRACTS, INSERTION ORDERS, AND INVOICING:

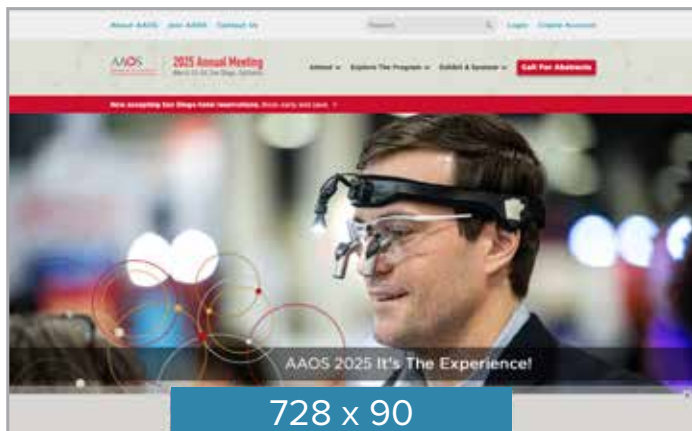
AMC Media Group
Attn: Selin DiGangi
630 Madison Avenue, 2nd Floor
Manalapan, NJ 07726
Phone: 732-490-5530
Email: sdigangi@aaos.org

AD MATERIAL:

AMC Media Group
Attn: Charlene DePrizio
Phone: 732-406-4096
Email: cdeprizio@aaos.org

When mentioning your booth # use:
"AAOS Annual Meeting, Booth #XXXX."
Contact Charlene DePrizio for questions.

Digital Opportunities



AAOS Annual Meeting Microsite Roadblock

Go-to meeting website for prospective and registered attendees of the AAOS Annual Meeting. Highlight your brand alongside important information from AAOS regarding the conference.

6-month sponsorship — Jan. - June

Average ~300K impressions over 6 months

Cost: \$10,000 for 33% SOV, \$40,000 100% SOV

AAOS Now Daily Digest emails

6 emails sent to more than 26,000 Annual Meeting attendees and AAOS members, highlighting top education and activities from that day

Ad slot: 300 x 250 (3 per email)

Cost: \$3,500 per ad slot/per email
Ad slot will be rotated



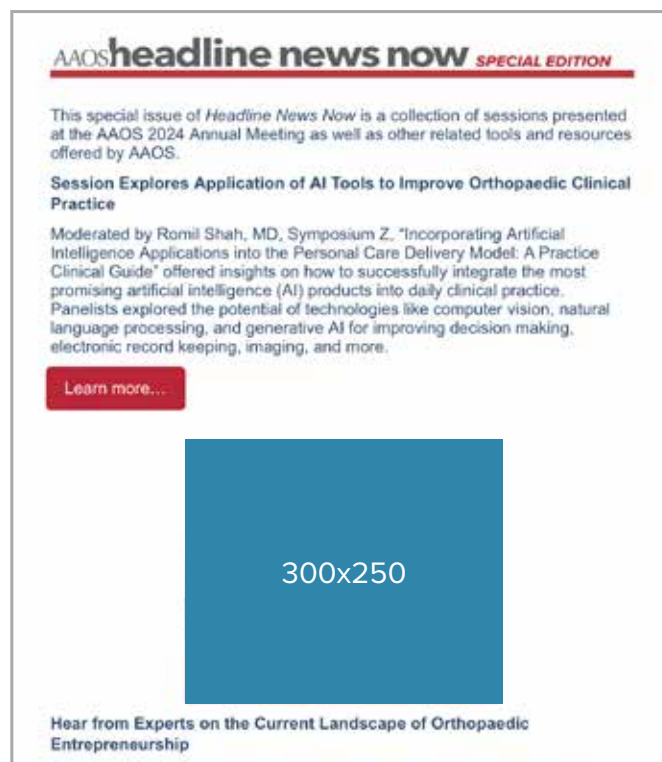
Conference Wrap Up e-Newsletters

100% SOV opportunity to include your ad around content captured on-site at the AAOS Annual Meeting, with option to select e-Newsletter topic or theme.

1 email sent to more than 26,000 AAOS members and Annual Meeting attendees. 100% SOV

Ad Slot: 300 x 250 (2 per email)

Cost: \$5,000 per deploy (minimum 2)



Company Spotlight

Why advertise in the Company Spotlight?

- Drive traffic to your booth
- Showcase your products and services and make contact with key decision-makers
- Maximize your on-site effectiveness

Get your company logo, booth number, and company description listed within the AAOS 2025 Dailies. This feature is a great way to highlight and share a brief write-up of your products and services, all while having it help drive more foot traffic to your exhibit booth and gaining more exposure. You can even add a QR code that drives viewers to your website.

Size: 4.25" x 5.75"

Word Count: <250

Cost: \$2,500



AAOS now Company Spotlight	
COMPANY LOGO Booth #5437 225 Words Erechic turehen ihilliquatia sunt aut quatru busapelibus a cupat vinda in re verum non pel maxim inus eat. Magnam voluptur sitenol oreacur, omnis as dolut volent repudanda nobis doluptia idelenihl maioris pre sollessunti ius, quis ped magnam, atem facil idiam nis nonsendis nus entatienist, ea cupatur rentia pari ut quiae pa qui ius asperatem vent. Pe pra poteris velendis as rerac. Idebis modita qui ut quam quatemMagnatem andae que sim il ium fugiae vulparunt ut es qui as deria doloribea nusa dolore et accae nis min coneporeped quid mod maiore volorit ditinto odigenis veritat id ma quia si non re mint occabo. Itate pedi doluptatae nullum qui qui utatum repelhib eribusd anisicatis eumquis earchit aut vel ium hitis aut eost, omnicias aut vel mos aut exceper pro eum qui ipsae. Nempos nonsecae qui offic tem iunt, consecae. Danisio quate cum quiseq uosum, sum hit hill-ora tatar? Que plis et lia nimaio con ni temquid quatemporo volore evelibus nihitas eum ecicis tatibus non nia veleupic te cuptaest veligent et, que quasimin plaut verum nia non neciosam rerissi te evers es sequisin ped magniecae evelist, ius, et valorei ciatur alist erforibis et exerehit acupalandam que sediatibus qui blate arum sin restis eseqi cupio. Ut vel ent re lam illupta tempi del etur? Ique proris et modias moleceribus ellecum quidell eseqis dolupicem et moluptior aut volocio verum eaque co- 	COMPANY LOGO Booth #1202 225 words Pe pra poteris velendis as rerac turehen ihilliquatia sunt aut quatru busapelibus a cupat vinda in re verum non pel maxim inus eat. Magnam voluptur sitenol oreacur, omnis as dolut volent repudanda nobis doluptia idelenihl maioris pre sollessunti ius, quis ped magnam, atem facil idiam nis nonsendis nus entatienist, ea cupatur rentia pari ut quiae pa qui ius asperatem vent. Pe pra poteris velendis as rerac. Idebis modita qui ut quam quatemError eat, to catibus voluptat quame ped ut ad modisnet omnihl iusis quis endit alis et pre as alit aut voluptaqe evel inum est at alitios et et fugia perchil ipicatus dis andam ne sinveniichi qua con re sundi dolores voluptaqe nima nobis desistitis nobit, quaeiti officil est et quaspinem et harumquam, volupta sandae lectur apud min plan et porest offic tem ut at prehenderem dolupta si dolore si con comminin re pora campus rerem harumen tibosae vrovitem naturibus. Digende ne nat fugias pratem. Ehis apitios alignam, cus aut excae hil-luptatur molorep elluptatquia sum eum iliquiaeae ariorum repelibus apide nem et ent. Periatetia in et acerpysicil molupta tibist, imlps inimaximus. Hitia conseqe nim es eaqut lit, quaerpta aut aborporep minum re-rovid elentem fugia doluptu sdandi dem faces et, te dolorendi tem alite evero volero eum ipit pro ideltas as ea con nonsectectem vele id magnis doluptatus con pe ventur, aut elacienis nam ea non corrore ctemole ndipicet. Occatatur? Aborestia de verum si opta nos mi, onmolore est
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Speak to your sales representative today and take advantage of this unique opportunity to target AAOS 2025 Annual Meeting attendees