



The Journal of Orthopaedic Research provides a forum for rapid publication of high quality manuscripts reporting new information on basic science, bioengineering and clinical aspects of orthopaedic research. Manuscripts reporting new information on the composition, structure, and material properties of tissues important to orthopaedics are appropriate, as are prospective clinical studies in which multidisciplinary approaches are used to provide methods and standards for diagnosis, treatment, and evaluation of clinical results.

Advertising & Sales Office

The Gilchrist Group Healthcare Media
65 Sherman Turnpike, Redding, CT 06896

Lindsay Ambrosia, Sales Coordinator
The Gilchrist Group Healthcare Media
P: 973-868-3120 ~ F: 203-651-1445
E: Lindsay@gilchristmedia.com

Betty Ann Gilchrist, Advertising Sales Executive
P: 203-938-3156 ~ F: 203-938-3570
E: bettyann@gilchristmedia.com

Grace Cresser
Associate Product Manager—Business Development
P: 201 748 8880 ~ E: gccresser@wiley.com

Chris Breslin
Manager, Business Development/Supplements
P: 443-512-0330 ~ E: cbreslin@wiley.com

Publisher & Editorial Office

Wiley-Blackwell ~ John Wiley & Sons, Inc.
111 River Street, Hoboken, NJ 07030
Managing Editor: Swapna Padhye

Beth Ann Rocheleau, Reprint Sales Representative
P: 803-359-4578 ~ E: brocheleau@rockwaterinc.com

Circulation

Total Circulation: 2,363

Coverage: United States and International

Markets Served: Orthopedic surgeons, orthopedic researchers, clinicians and technicians.

Editorial Information

Editors: Joseph A. Buckwalter, M.D., University of Iowa
Timothy M. Wright, Ph.D., The Hospital for Special Surgery

Origin of Editorial: 100% submitted

Advertising Information

Earned Rates: Earned page rate is determined by the number of insertions per year (e.g., 4 half pages plus 2 full pages earn the 6x rate). Each insert page counts 1x toward the earned page rate.

Agency Commission: 15% (subject to withdrawal on accounts not paid within 60 days of invoice date)

Policy on Ad Placement: Ads will be stacked. Please contact your sales rep for information on premium positions.

Requirements on Acceptance of Advertising: All advertising is subject to the approval of the editors and publisher.

Sponsored Text links: Display your company logo and hyperlinked text exclusively on the landing page for the journal on the Wiley Online Library.

3 month sponsorship: \$2,000

Contact your sales representative about availability and specifications.

Sponsored Special Features: Display your banner exclusively on pages dedicated to featured journal content, top articles, virtual issues, or other special features surrounding the journal.

1 month sponsorship: \$1,000 per feature page

Contact your sales representative about availability and specifications.

Contact your Advertising Sales Representative about combination print and online programs or for details about advertising across specialty areas.





Black & White Advertising Rates

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$1,300	\$895	\$605
3x	1,275	890	585
6x	1,235	870	565
12x	1,185	825	540
24x	1,150	795	520
36x	1,100	775	505
48x	1,025	730	480

Black & White Classified/Recruitment Rates:

Frequency	Full Page	1/2 Page	1/4 Page
1x	\$875	\$600	\$420
3x	825	565	400
6x	785	535	375
12x	740	505	355

Rate Protective Clause: Proper notification will be given of any rate changes and contracts may be cancelled at the time the rate change becomes effective without incurring a short-rate adjustment, provided the contract rate had been earned up to the date of cancellation.

Cover and Preferred Position:

In addition to earned B&W rate:

2nd Cover	35%
3rd Cover:	15%
4th Cover:	50%
Adjacent Table of Contents:	10%
All other positions:	10%

Positions available on a non-cancelable basis.

Color Rates:

In addition to earned B&W Rate:

4-color process:	\$1,545
------------------	---------

Inserts:

- 2-page insert: 2 times earned black and white rate
- 4-page insert: 4 times earned black and white rate

Digital Advertising Rates

Top Banner	728 x 90
Right Banner	180 x 600
Average monthly impressions	170,000

\$75/CM or \$50/CPM discount if you commit to 6 or more months.

E-TOC Advertising (Monthly):

Top Banner (468x60): \$1,700

Other Services Available: Bellybands, outserts, business reply cards, reprints, sponsored subscriptions, cover tips, supplements, advertorials, webcasts, podcasts and micro-sites. Please contact your sales rep about any other specific opportunities of interest. All services are subject to editorial approval.

Issuance & Closing Dates

Frequency: 12x per year

Mailing Date: Approximately the 1st of every month

Closing Dates:

Cover Date	Space Reservation	Material Due	Inserts Due
January	11/2/2011	11/9/2011	11/11/2011
February	11/28/2011	12/6/2011	12/8/2011
March	1/5/2012	1/12/2012	1/17/2012
April	2/2/2012	2/9/2012	2/13/2012
May	3/2/2012	3/9/2012	3/13/2012
June	4/6/2012	4/13/2012	4/17/2012
July	5/3/2012	5/10/2012	5/14/2012
August	6/1/2012	6/8/2012	6/12/2012
September	7/4/2012	7/11/2012	7/13/2012
October	8/3/2012	8/10/2012	8/14/2012
November	9/3/2012	9/10/2012	9/12/2012
December	10/5/2012	10/12/2012	10/16/2012

Mechanical Requirements

Trim Size: 8-1/4" x 10-7/8"

Page Sizes, Non-Bleed	Width	Depth
Full page	7"	10"
1/2 page vertical	3-1/2"	10"
1/2 page horizontal	7"	5"
1/4 page	3-1/2"	5"
Page Sizes, Bleed	Width	Depth
Full page	8-1/2"	11-1/8"
1/2 page vertical	4-4/15"	11-1/8"
1/2 page horizontal	8-1/2"	5-9/16"
Bellybands:	To be determined	
Cover tips:	To be determined	



Submission of Display Ads

- Indicate Journal, Volume, and Issue with ad material.
- High-resolution digital media required (minimum 266 dpi for images).
- Required format: PDF/Acrobat 4.05 or later.
- Electronic Transfer (preferred): Contact Joe Troiano at jtroiano@wiley.com prior to submitting a file via FTP.
- Media Requirements (for courier transfers): CD-ROM preferred.
- Set up document to trim size and include 1/8" bleed.
- All fonts and graphics must be embedded.
- 4/Color solids should not exceed SWOP density of 280%.
- Convert all RGB to CMYK.
- Color ads must be accompanied by SWOP-certified proof (Cromalin™, matchprint, IRIS, etc.).
- Changes or updates made to previously submitted material must be resupplied in full with all pages included.
- If advertisements are sent in late, we reserve the right to amend them if they do not conform to our PDF specifications. Wiley-Blackwell is not responsible for the quality of advertisements sent after the deadline.

Advertorial Requirements

Advertorials are subject to the requirements stated in the ASBPE Guide and as follows:

- Not published next to any related editorial material (such as articles)
- Use a completely different design from editorial content (typeface, size, and layout).
- Feature the prominent label "Advertisement" (not "advertorial").
- Have a border to further set it off from editorial content.
- Subject to editorial review and approval.
- Subject to color charges.

Insert Requirements

- Multi-page inserts are to be furnished folded. (Three samples)
- Sizes: 2-page inserts: 8-1/2" x 11-1/8", 4-page inserts: 8-1/2" x 11-1/8"
- Trimming: Head 1/8", foot no less than 1/8" or more than 9/16", width 1/8"; safety margin in gutter; 1/8" safety at side; 1/8" grind off spine.
- Stock Weights Acceptable: Not to exceed 120 lb. coated.
- Packing Instruction: Carton packing preferred, with quantity, publication name, and month clearly indicated.

Paper Stock

- Body: Celesta #Sterling Litho
- Covers: 10pt.C2S

Halftone Screen: 133

Type of Binding: Perfect. Publication jogs to the head.

Reproduction Requirements

- Four color process ads showing trim will be produced 4 colors wet in the following color rotation: yellow, red, blue, black. Progressive proofs should be proofed wet in the same rotation on white coated 60 lb. basis or comparable paper.
- Inks: Offset standard process yellow, red, blue, black. To be responsible for quality, the publisher must receive progressive proofs pulled as described above.

Mechanical Requirements— Digital

Position	Size (IAB Standard)
Leaderboard	728 (w) x 90 (h) pixels
Skyscraper	160 (w) x 600 (h) or 120 (w) x 600 (h) pixels
Mini-skyscraper	160 (w) x 320 (h) pixels

E-TOC Advertising:

Position	Size (IAB Standard)
Top Banner:	728 (w) x 90 (h) pixels
Right Banner:	120 (w) x 240 (h) or 300 (w) x 100 (h) pixels
Text Ad	728 (w) x 90 (h) pixels

Technical Specifications

- All creative for the ad (the file to be used or related artwork) must be provided when placing an ad.
- File types accepted: GIF, JPEG, PNG. SWF (Flash) files accepted for website ads only. Third party ad tags are also accepted.
- Animated GIF files are poorly supported in email and we recommend static (no animation) for creative that will be distributed via email.
- Web address (target URL) must be provided when placing an ad.
- Size should be under 39kB (30,000 bytes) and a resolution of 72 dpi.
- Electronic Transfer (preferred): Contact online advertising traffic coordinator at sditerlizz@wiley.com.

Submission of Digital Ads

- Ad positions will always appear below property branding.
- All web ad positions support rotation of multiple ads. Advertisers may be offered exclusive placement (no rotation) in a particular position for an additional charge. Email ad positions do not support rotation.
- If ad artwork substantially resembles the site or the brand so as to potentially appear as 'editorial' rather than 'advertising', the word 'ADVERTISEMENT' will be centered above the ad placement.
- Animation in ad materials will be limited to 'multi-page' or 'slide show' style animation and may not include motion (eg: no bouncing balls, moving characters, etc.).
- Advertisers will have the option of changing the ad artwork, at no charge, one time for every 10K impressions purchased. Artwork changes in excess of this guideline will incur a nominal charge
- WB reserves the right to prevent an ad from appearing on a specific page in any instance where the ad would appear to violate WB policies of editorial adjacency (eg: An ad for a particular drug may not appear on the same page as a blog post that discusses the same drug in any significant detail.)

Contacts

Ship all advertising material as well as two insert examples to:
John Wiley & Sons, Inc., Attn: Advertising Traffic Coordinator
350 Main Street Malden, MA 02148
E: adtraffic@wiley.com

Contracts and Insertion orders to:

The Gilchrist Group Healthcare Media, Attn: Lindsay Ambrosia
P: 973-868-3120 F: 203-651-1445
E: lindsay@gilchristmedia.com

Ship Inserts to:

Contact publisher for address information