

# SLACK®

## ORTHOPEDICS

PRINT. ONLINE. LIVE.



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**Advertising Office: Mindworks Communications**  
 Vice President, Sales: Michael Graziani  
 Global Sales Director, Orthopedic Group: Frederick W. Short  
 Global Sales Manager: Polly Neely  
 National Account Manager: Laura Renna  
 Director of Sales Administration: Carolyn Boerner  
 Sales Administrator: Patti Hickerson  
 Sales Director, Classified/Recruitment Division: Kristy Farrell  
 Classified/Recruitment Sales Representative: Robin O'Connell

6900 Grove Road • Thorofare, NJ 08086-9447  
 856-384-1793 • 877-307-5255 • Fax 856-848-6091

**Publishing Office: SLACK Incorporated**  
 Chief Operating Officer: John C. Carter  
 Senior Vice President: Joan-Marie Stiglich, ELS  
 Editor in Chief: Lee Beadling, ORTHOPEDICS TODAY, ORTHOPAEDICS TODAY Europe, OrthoSuperSite  
 Executive Editor: Robin Vadel, ORTHOPEDICS

**SLACK®**  
 INCORPORATED  
 A Wyandke Group Company

6900 Grove Road • Thorofare, New Jersey 08086-9447  
 800-257-8290 • 856-848-1000 • Fax 856-848-6091  
**ORTHOSuperSite.com**

### RATES AND DISCOUNTS

1. **Effective Rate Date:** January 2010 for all advertisers.
2. **Rates:**
  - a) Earned rates are given to advertisers based on advertising frequency within a 12-month period. The earned rate is determined by the number of insertions. A spread counts as two insertions. Full page and fractional pages count as single insertions. Each page of an insert counts as one insertion.
  - b) **Agency commission:** Fifteen percent gross billings on space, color, cover and preferred position charges.
  - c) **Cash discount:** Two percent within 10 days of invoice date. No discount allowed after this period.
3. **Incentive Programs:**
  - a) **Combined Earned Frequency:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in all SLACK publications to achieve maximum rate frequency.
  - b) **New Advertiser/Product Incentive:** New product/advertisers receive a 5% discount off all advertising placed in 2010 with a minimum 3 ad commitment. This discount may be combined with the Continuity Incentive. To qualify as a new product advertiser, the advertisement must either be for a:
    - company that has not advertised in a SLACK Orthopedics publication in the past calendar year
    - new product from a company currently advertising with SLACK Orthopedics
    - new indication for an existing product currently advertising in SLACK Orthopedics
  - c) **Global Continuity Incentive:** To encourage companies to advertise more consistently, the Global Continuity Incentive allows advertisements for an individual product family (Knee, Hip, etc.) to receive a discount based upon the number of issues in which they advertise across all SLACK Orthopedics Publications. Issue insertions do not need to be consecutive. This program may be combined with the New Advertiser/Product Incentive Program.
    - 6 issues = 5% off      • 24 issues = 20% off
    - 12 issues = 10% off    • 30 issues = 25% off
    - 18 issues = 15% off
  - d) **SLACK Corporate Discount:** Take advantage of SLACK's advertising, custom publishing, event management and other marketing services in 2010 and earn valuable discounts in 2011. Spend levels achieved in the year 2010 will determine your Corporate Discount savings in 2011 based on a total net spend.
  - e) **When taking advantage of more than one discount program, discounts must be taken in the following order:**

**Gross Cost:**

    - 1) Less New Advertiser/Product Incentive
    - 2) Less Global Continuity Incentive
    - 3) Less SLACK Corporate Discount
    - 4) Less 15% Agency Discount

**Equals Net Cost**
4. **OrthoSuperSite.com:** Contact your sales representative for details.
5. **Recruitment/Classified Rates:** Please contact Robin O'Connell at 856-384-1793 x494 or roconnell@gomindworks.com for information on available opportunities.

### ISSUANCE AND CLOSING

6. **First Issue:** ORTHOPEDICS, January 1978; ORTHOPEDICS TODAY, January 1981
7. **Frequency:** 12 times per year
8. **Issue Dates:** Second week of the month of issue

9. **Mailing Date & Class:** Mails within the month of issue; Periodical Class.
10. **Extensions and Cancellations:**
  - a) **Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
  - b) **Cancellations:** If, for any reason, an advertisement is cancelled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

### CIRCULATION

11. **Description of Circulation Parameters:**
  - a) **Office-based:** Orthopedic Surgeons, Hand Surgeons, Spine Surgeons, Pediatric Orthopedic Specialists, Musculoskeletal Oncologists, Adult Reconstructive Specialists, Trauma Surgeons, Sports Medicine Specialists, and Rheumatologists.
  - b) **Hospital-based:** Residents, Interns and Staff: All in the specialties covered.
  - c) **Other professional activity:** Medical Teaching, Administration, Research.
  - d) **Military:** Yes
  - e) **Osteopathic specialties:** All in the specialties covered.
12. **Demographic Selection Criteria:**
  - a) **Age:** N/A
  - b) **Prescribing:** N/A
  - c) **Circulation distribution:**  
Controlled: ORTHOPEDICS = 97.9%; ORTHOPEDICS TODAY = 98.1%  
Paid: ORTHOPEDICS = 2.1%; ORTHOPEDICS TODAY = 1.9%  
Request (non-postal): 0%
  - d) **Paid information:**  
Association members: N/A  
Is publication received as part of dues? No
  - e) **Subscription rates: U.S.:**  
ORTHOPEDICS: \$229/yr; Canada: +5% tax; outside U.S. +\$29;  
Renewal rate: 85.9%  
ORTHOPEDICS TODAY: \$299/yr.; Canada +5% tax; outside U.S. +\$70;  
Renewal rate: 68.6%
13. **Circulation Verification:**
  - a) **Audit:** Business Publication Audits Worldwide (BPA)
  - b) **Mailing House:** Publishers Press
14. **Coverage:** Date and source of breakdown: BPA Worldwide, July 2009
15. **Anticipated circulation modifications or changes effective January 2010:**
  - a) **Additions:** None
  - b) **Modifications:** None
  - c) **Deletions:** None
  - d) **Estimated total circulation for 2010:** 26,500 per issue, both ORTHOPEDICS and ORTHOPEDICS TODAY

### GENERAL INFORMATION

16. **Requirements for Advertising Acceptance:** Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the healthcare profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.
17. **New Product Releases:** Yes
18. **Editorial Research:** Yes
19. **Ad Format and Placement Policy:**
  - a) **Format:** ORTHOPEDICS: between articles  
ORTHOPEDICS TODAY: within articles
  - b) **Ads rotated:** Yes

20. **Ad/Edit Information:** 50/50 Ad/Edit Ratio
21. **Paper Stock:**
- a) **Inside pages:** **ORTHOPEDICS** - 45 lb. coated  
**ORTHOPEDICS TODAY** - 50 lb. coated
  - b) **Covers:** **ORTHOPEDICS** - 80 lb. coated  
**ORTHOPEDICS TODAY** - 70 lb. coated
22. **Type of Binding:** **ORTHOPEDICS** - Perfect bound  
**ORTHOPEDICS TODAY** - Saddle-stitch or Perfect bound
23. **Value-Added Services:**
- a) **Advertiser Index**
  - b) **Product Update Section**
  - c) **Bonus Distribution:** See Editorial Calendar.
  - d) **Ad Test Studies:** **ORTHOPEDICS:** May issue  
**ORTHOPEDICS TODAY:** September issue
  - e) **Availability of mailing list:** No
24. **Reprint Availability:** Yes, contact John Kain for pricing at 856-848-1000, ext. 238, or e-mail at jkain@slackinc.com.
25. **Publisher's Liability:** Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond Publisher's control.
26. **Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.
27. **Competitor Information:** SLACK Orthopedics does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
28. **Advertorials:** In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "ADVERTORIAL" or "ADVERTISEMENT" will be prominently displayed in 10 point black type in ALL CAPS at the top of the ad.
29. **Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

## INSERT INFORMATION

30. **Availability and Acceptance:**
- a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are also available.
  - b) **Acceptance:** A paper sample of the insert must be submitted to the Publisher for approval.
31. **Charges:** Furnished inserts billed at black-and-white rate at frequency earned plus \$1,295. Commissionable.
32. **Paper Specifications:**

	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
2 page (one leaf)	80# coated	70# coated	.004"
4, 6, 8 page	70# coated	60# coated	.004"

All inserts to be full size, supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are accepted at the Publisher's discretion. Inserts are jogged to foot.

33. **Sizes and Specifications:** See individual publication's **Ad Requirements** for details.
34. **BRCs:**
- a) **Pricing:** Charge is \$1,295 when accompanied by a full page, A-size advertisement (Island 1/2-page in ORTHOPEDICS TODAY). Commissionable.
  - b) **BRC Specifications:** 3 1/2" x 5" minimum to 4 1/4" x 6" maximum; perforated with 1/2" lip (from perforation) for binding. Add 1/8" for foot trim. Cardstock minimum: 75lb bulk or higher.
35. **Quantity:** 32,000 (estimated). Exact quantity will be given upon Publisher's approval of insert (or call Publisher prior to closing date).
36. **Shipping:** Carton packing must have publication name, issue date, and insert quantity clearly marked.

## DIGITAL AD REQUIREMENTS

For a complete list of digital ad requirements and to view thumbnails of ad specifications, visit [slackinc.com/digitalads](http://slackinc.com/digitalads).

37. **Media:** CDs and DVDs. **Ads will not be accepted via email.**
38. **Available Advertising Unit Sizes:** See individual publication's **Ad Requirements** for available ad unit sizes.
39. **Spreads:** Spread ads should be supplied as a one-page file.
40. **Color Proofs:** One proof made from supplied files and meeting SWOP specifications must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital Proofs.  
**If only color lasers are furnished, color match on press cannot be guaranteed.**
41. **Disposition of Material:** Ad material will be held one year from date of last insertion and then destroyed.

## CONTACT INFORMATION

### 42. Insertion Orders:

Send product insertion orders to:  
**Patti Hickerson**  
Sales Administrator  
phickerson@gomindworks.com  
856-384-1793 x475

Send classified/recruitment insertion orders to:  
**Robin O'Connell**  
Classified/Recruitment Sales Representative  
roconnell@gomindworks.com  
856-384-1793 x494

**ORTHOPEDICS/ORTHOPEDICS TODAY**  
c/o Mindworks Communications  
6900 Grove Road  
Thorofare, NJ 08086-9447

### 43. Materials:

Send inserts to: **Julie Duncan**  
**ORTHOPEDICS/ORTHOPEDICS TODAY**  
Publishers Press  
100 Frank E. Simon Avenue  
Shepherdsville, KY 40165

Send digital ad materials to: **Patti Hickerson**  
**ORTHOPEDICS/ORTHOPEDICS TODAY**  
c/o Mindworks Communications  
6900 Grove Road  
Thorofare, NJ 08086-9447

# ORTHOPEDICS

## RATES

### 44. Black-and-white rates:

Frequency	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
1x	\$2,880	\$2,195	\$1,705	\$1,250	\$1,060
3x	2,795	2,165	1,670	1,230	1,040
6x	2,760	2,125	1,640	1,215	980
12x	2,715	2,100	1,625	1,190	960
18x	2,585	2,055	1,590	1,170	950
24x	2,525	2,020	1,570	1,140	905
36x	2,520	1,985	1,540	1,090	890
48x	2,450	1,955	1,520	1,075	880
60x	2,350	1,905	1,500	1,050	865
72x	2,295	1,865	1,480	1,030	840
96x	2,235	1,830	1,435	1,010	825
120x	2,180	1,785	1,410	970	810
144x	2,090	1,740	1,375	950	775
196x	2,030	1,710	1,345	900	745
252x	1,960	1,650	1,275	835	685

### 45. Color: In addition to earned black-and-white rates.

Charge per color per page or fraction			
Standard color	\$710	Four color	\$2,000
Matched color	\$860	Four color + PMS	\$2,705
Metallic color	\$1,230	Four color + Metallic	\$3,060

### 46. Bleed: No charge

### 47. Covers, Special Positions:

#### a) Covers:

**Second cover:** Earned b/w rate plus 30%. Color additional.

**Third cover:** Earned b/w rate plus 20%. Color additional.

**Fourth cover:** Earned b/w rate plus 50%. Color additional.

#### b) Other Special Positions: Earned b/w rate plus 15%. Color additional.

### 48. Discounts: See Page 2 under Rates and Discounts for applicable discount programs.

## AD REQUIREMENTS

### 49. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Bleed sizes*:	
	Width	Height	Width	Height
Full Page	7" x	10 1/8"	8 3/8" x	11 1/8"
1/2 Page Horizontal	7" x	4 3/4"	8 3/8" x	5 1/4"
1/2 Page Vertical	3 3/8" x	10 1/8"	4 1/8" x	11 1/8"
2/3 Page Vertical	3 3/4" x	10 1/8"	—	—
1/3 Page Vertical	2 1/8" x	10 1/8"	—	—
1/4 Page	3 1/4" x	4 3/4"	—	—

\*Bleed ads use non-bleed size for live area. To view thumbnails of ad specs, visit [slackinc.com/digitalads](http://slackinc.com/digitalads).  
If in doubt about size, contact the advertising office.

### 50. Insert Sizes, Specifications and Trim:

#### a) Supply size: 8 3/8" x 11 1/8".

#### b) Trim size: 8 1/8" x 10 7/8". Trimming of oversized inserts will be charged at cost. Keep live matter 1/4" from trim edges and 3/16" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim 1/8".

## EDITORIAL

### 51. General Editorial Direction: ORTHOPEDICS is a clinical, peer-reviewed magazine composed of original articles in the field of orthopedic medicine. Each issue covers the whole range of orthopedic practice, focusing on clinically relevant problems facing the orthopedist. Orthopedics also provides physicians with an opportunity to earn CME category 1 credits toward recertification. Indexed in **MEDLINE/PubMed**.

### 52. Average Issue Information:

#### a) Average number of articles per issue: 20

#### b) Average article length: 6 pages

#### c) Editorial features:

- Blue Notes
- The Cutting Edge
- Interviews
- Letters to the Editor
- ORTHOPEDICS Hyperguide
- Self Assessment Quiz
- Pharmacology Update
- Radiologic Case Study
- Sports Medicine Update
- Tips & Techniques
- Trauma Update

#### d) Editorial departments: Feature Articles, Reviews (with CME quiz), Case Reports

### 53. Origin of Editorial:

#### a) Staff written: N/A

#### b) Solicited: 15%

#### c) Submitted: 85%

#### d) Articles or abstracts from meetings or other publications: September issue (Current Concepts in Joint Replacement Winter Program)

#### e) Peer review: Classic peer review - 91% rejection rate

### 54. Editorial Changes in Past 12 Months: None

# Orthopedics today

## RATES

### 55. Black-and-white rates:

Frequency	King Page	3/4 Page	Island/ Half	1/3 Page	1/4 Page	1/8 Page
1x	\$4,085	\$3,620	\$2,975	\$2,395	\$2,045	\$1,235
3x	4,040	3,580	2,905	2,355	2,035	1,220
6x	3,975	3,555	2,860	2,315	2,030	1,200
12x	3,920	3,470	2,800	2,240	1,995	1,170
18x	3,845	3,370	2,715	2,185	1,975	1,135
24x	3,790	3,325	2,650	2,135	1,930	1,075
36x	3,690	3,210	2,590	2,085	1,910	1,060
48x	3,415	2,980	2,395	1,930	1,790	970
60x	3,355	2,925	2,370	1,880	1,705	935
72x	3,275	2,830	2,340	1,865	1,685	895
96x	3,180	2,785	2,280	1,790	1,655	875
120x	3,165	2,740	2,260	1,770	1,620	845
144x	3,115	2,710	2,220	1,740	1,590	805
196x	3,085	2,680	2,180	1,695	1,560	770
252x	3,055	2,645	2,155	1,660	1,525	745

### 56. Color: In addition to earned black-and-white rates.

Charge per color per page or fraction	Page	Spread
Standard color	\$710	\$1,135
Matched color	\$860	\$1,510
Metallic color	\$1,230	\$2,135
Four color	\$2,000	\$3,600
Four color + PMS	\$2,705	\$4,880
Four color + Metallic	\$3,060	\$5,345

### 57. Bleed: No charge.

### 58. Covers and Special Positions:

#### a) Covers:

**Second cover:** Earned b/w rate plus 25%. Color additional

**Third cover:** Earned b/w rate plus 15%. Color additional.

**Fourth cover:** Earned b/w rate plus 50%. Color additional.

#### b) Other Special Positions: Earned b/w rate plus 10%. Color additional.

### 59. Discounts: See Page 2 under Rates and Discounts for applicable discount programs.

## AD REQUIREMENTS

### 60. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Trim sizes:	
	Width	Height	Width	Height
King Spread	20.5" x 13.5"		21" x 14"	
King Page	10" x 13.5"		10.5" x 14"	
¾ Page (Vertical)	7.05" x 13.5"		7.55" x 14"	
¾ Page (Horizontal)	10" x 10"		10.5" x 10.5"	
Island ½ Page	7.13" x 10"		7.63" x 10.5"	
Island Spread	14.6" x 10"		15.1" x 10.5"	
½ Page (Vertical)	4.68" x 13.5"		5.18" x 14"	
½ Page (Horizontal)	10" x 6.5"		10.5" x 7.0"	
¼ Page	4.68" x 10"		5.18" x 10.5"	
¼ Page (Vertical Block)	4.68" x 6.25"		5.18" x 6.75"	
¼ Page (Horizontal Block)	7.13" x 4.75"		7.63" x 5.25"	
¼ Page (Vertical Strip)	2.23" x 13.5"		2.73" x 14"	
¼ Page (Horizontal Strip)	10" x 3"		10.5" x 3.5"	
⅙ Page (Vertical Block)	2.23" x 6.25"		2.73" x 6.75"	
⅙ Page (Horizontal Block)	4.68" x 2.84"		5.18" x 3.34"	

**Trim size of journal: 10.5" x 14"**  
To view thumbnails of ads specs, visit [slackinc.com/digitalads](http://slackinc.com/digitalads).

**For spread ads,** keep content (images/text) ¼" in on each side of the gutter.  
**For bleed ads,** add ⅛" on all sides of trim size.

### 61. Insert Sizes, Specifications and Trim:

- Full size inserts:** Supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are acceptable at the Publisher's discretion.
- A-size inserts:** 8 ¼" x 11" pre-trimmed on head and face. ⅛" foot trim.
- Trimming:** Trimming of oversized inserts will be charged at cost. Keep live matter ½" from trim edges and ⅜" from gutter trim. Book is jogged to foot. Trims ⅛" from head, face and foot.

## EDITORIAL

**62. General Editorial Direction:** ORTHOPEDICS TODAY delivers news of the latest advances and gold standards in the practice of musculoskeletal health care. This publication meets the continuing needs of the orthopedist for practical, useful and timely information by providing news coverage of scientific conferences and new surgical techniques. Reports on new devices, drugs and instrumentation supply orthopedic surgeons with information on advances in orthopedic technology. Interviews and round table discussions with orthopedic opinion leaders on topics of interest to the orthopedic community appear regularly.

### 63. Average Issue Information:

- Average number of articles per year:** 68
- Average article length:** 600 words
- Editorial Departments/Features:** Infection Watch, Clinical Roundtables, 4 Questions with Dr. Jackson, Medical Legal Advisor, Business of Orthopedics, Emerging Technology and Innovation, Physician Perspective.

### 64. Origin of Editorial:

- Staff Written:** 50%
- Solicited:** 30%
- Submitted:** 5%
- Articles or abstracts from meetings or other publications:** 15%

# ► 2010 Editorial Calendar

DATES		FEATURES		BONUS DISTRIBUTION
JANUARY	Ad closing: 12/01/2009 Material due: 12/07/2009	<b>Orthopedics</b> today	<b>Article Highlights:</b> Top 10 articles from 2009; ORTHOPEDECS TODAY Hawaii program and exhibitor showcase <b>Round Table:</b> Optimizing joint arthroplasty outcomes <b>Spotlight On:</b> Rehabilitation	<b>ORTHOPEDICS</b> today <b>HAWAII</b> 2010 Big Island, January 10-13
		<b>ORTHOPEDICS</b>	<b>Sports Medicine Update</b>	
FEBRUARY	Ad closing: 1/04/2010 Material due: 1/14/2010	<b>Orthopedics</b> today	<b>Round Table:</b> TKA failure <b>Spotlight On:</b> Pain management	
		<b>ORTHOPEDICS</b>	<b>Trauma Update</b>	
MARCH	Ad closing: 2/01/2010 Material due: 2/10/2010	<b>Orthopedics</b> today	<b>Inaugural Next Generation Issue of ORTHOPEDICS TODAY</b>  <b>Article Highlights:</b> ORTHOPEDICS TODAY's 30th Anniversary issue <b>Round Table:</b> 30 years of orthopedic innovations <b>Spotlight On:</b> Top 5 orthopedic innovations for the past 30 years chosen by the ORTHOPEDICS TODAY Editorial Board	<b>American Academy of Orthopaedic Surgeons</b> New Orleans, LA, March 9-13
		<b>ORTHOPEDICS</b>	<b>Sports Medicine Update</b>	
APRIL	Ad closing: 3/01/2010 Material due: 3/16/2010	<b>Orthopedics</b> today	<b>Round Table:</b> Battlefield trauma <b>Spotlight On:</b> The pediatric hip	<b>American Association of Orthopedic Executives</b> Anaheim, CA, May 2-4
		<b>ORTHOPEDICS</b>	<b>Trauma Update</b>	
MAY	Ad closing: 4/01/2010 Material due: 4/14/2010	<b>Orthopedics</b> today	<b>Round Table:</b> Pediatric fractures <b>Spotlight On:</b> Imaging	<b>Arthroscopy Association of North America</b> Hollywood, FL, May 20-23  <b>Current Concepts in Joint Replacement Spring Meeting</b> Las Vegas, NV, May 23-26
		<b>ORTHOPEDICS</b>	<b>Sports Medicine Update</b> <b>Spotlight On:</b> Soft Tissue Repair <b>Ad Test Issue</b>	
JUNE	Ad closing: 5/03/2010 Material due: 5/13/2010	<b>Orthopedics</b> today	<b>Round Table:</b> Shoulder arthroplasty <b>Spotlight On:</b> Biologics	
		<b>ORTHOPEDICS</b>	<b>Trauma Update</b>	

Note: Editorial content subject to change.

DATES		FEATURES		BONUS DISTRIBUTION
JULY	Ad closing: 6/01/2010	<b>Orthopedics</b> today	<b>Round Table:</b> Sport injuries <b>Spotlight On:</b> The elite athlete	<b>American Orthopaedic Society for Sports Medicine Annual Meeting</b> Providence, RI, July 15-18
	Material due: 6/10/2010	<b>ORTHOPEDICS</b>	<b>Sports Medicine Update</b> <b>Spotlight On:</b> Sports Medicine	
AUGUST	Ad closing: 7/01/2010	<b>Orthopedics</b> today	<b>Round Table:</b> Accelerated rehabilitation <b>Spotlight On:</b> Elbow treatments	
	Material due: 7/13/2010	<b>ORTHOPEDICS</b>	<b>Trauma Update</b> <b>Spotlight On:</b> Spine	
SEPTEMBER	Ad closing: 8/02/2010	<b>Orthopedics</b> today	<b>Round Table:</b> Bone augments for joint replacement <b>Spotlight On:</b> Patient-specific cutting guides <b>Ad Test Issue</b>	<b>North American Spine Society</b> Orlando, FL, October 5-9
	Material due: 8/12/2010	<b>ORTHOPEDICS</b>	<b>Sports Medicine Update</b> <b>Spotlight On:</b> Current Concepts in Joint Replacement	
OCTOBER	Ad closing: 9/01/2010	<b>Orthopedics</b> today	<b>Round Table:</b> Thromboembolism <b>Spotlight On:</b> Metal hypersensitivity	<b>Orthopaedic Trauma Association;</b> Baltimore, MD, October 14-16
	Material due: 9/10/2010	<b>ORTHOPEDICS</b>	<b>Trauma Update</b> <b>Spotlight On:</b> Trauma & Fracture Management	
NOVEMBER	Ad closing: 10/01/2010	<b>Orthopedics</b> today	<b>Round Table:</b> Biologics in the spine community <b>Spotlight On:</b> Foot and ankle deformity	
	Material due: 10/08/2010	<b>ORTHOPEDICS</b>	<b>Sports Medicine Update</b> <b>Spotlight On:</b> Upper Extremity	
DECEMBER	Ad closing: 11/01/2010	<b>Orthopedics</b> today	<b>Round Table:</b> New technologies for joint replacement <b>Spotlight On:</b> Periprosthetic fractures	<b>Current Concepts in Joint Replacement Winter Meeting</b> Orlando, FL, December 8-11
	Material due: 11/09/2010	<b>ORTHOPEDICS</b>	<b>Trauma Update</b> <b>Spotlight On:</b> Hip & Knee Arthroplasty	

Note: Editorial content subject to change.

# ORTHO SUPERSITE

THE HOME OF

Orthopedics today | ORTHOPAEDICS today EUROPE | ORTHOPEDICS



Image shown for illustration purposes only.

**213,867** Monthly pageviews

**81,431** Monthly unique visitors

**100,722** Monthly visits

**2.5** Pages/visit

Source: Google Analytics Jan-Dec. - 2009 average

**It's here.** ORTHOPEDICS TODAY, ORTHOPEDICS TODAY EUROPE and ORTHOPEDICS come together online. OrthoSuperSite.com provides daily news updates, extensive CME, exclusive Web-only content and e-mail updates through the OrthoSuperSite.com News Wire.

## Advertise within a contextually relevant vehicle.

Now you can advertise within content that's most relevant to your product. Be seen as your prospects are actively seeking and reading related information.

## Today's orthopedic surgeons want a more interactive experience.

- **For orthopedic surgeons.** Allows users to comment on articles, share videos and podcasts, and blog with their colleagues.
- **The new CME Center.** OrthoSuperSite.com provides physicians more extensive CME, more review materials, and convenient access.
- **The new Educational Center.** One stop shop for physicians to educate themselves in important areas of interest to their specialty.
- **For advertisers,** opportunities include exclusive Section Roadblocks advertising, run-of-site advertising, podcast sponsorships, custom resource centers and exclusive e-mail advertising.

For more information, contact:

**Frederick W. Short**  
877-307-5255 x235  
fshort@gomindworks.com

**Polly Neely**  
877-307-5255 x492  
pneely@gomindworks.com

**Laura Renna**  
877-307-5255 x312  
lrenna@gomindworks.com

**Jenna Gentile**  
877-307-5255 x359  
jgentile@gomindworks.com

## WEBSITE ADVERTISING

### ■ Run-of-Site Advertising Opportunities (ROS)

*Broaden Your Exposure*

#### • ROS Package

Includes 728x90 top leaderboard and 300x250 medium rectangle placements. Your ads will appear simultaneously giving you premium exposure throughout the Website.

*ROS package limited to five advertisers.*

\$2,500 net/month

#### • Bottom Leaderboard

Includes 728x90 ROS bottom leaderboard placement

*Opportunity limited to five advertisers.*

\$1,250 net/month

#### • Industry Resources Text Links.

ROS text links will appear on almost every page of the Website  
5 placements available to purchase within Industry Resources box

Cost per ROS text link: \$1000 net/month

### ■ Section Roadblocks

*Target Your Advertising*

Choose topics that directly relate to your product. Each time a user visits your topic, the listing page and article pages will include your medium rectangle ad, top leaderboard ad and bottom leaderboard ad. Annual Sponsorship. All rates net.

Arthritis . . . . .	\$8,000	Knee . . . . .	\$40,000
Arthroscopy . . . . .	\$15,000	Oncology . . . . .	\$8,000
Biologics . . . . .	\$15,000	Osteoporosis . . . . .	\$8,000
Business of Orthopedics . . . . .	\$18,000	Pediatrics . . . . .	\$8,000
Foot & Ankle . . . . .	\$12,000	Rehabilitation . . . . .	\$8,000
Hip . . . . .	\$40,000	Spine . . . . .	\$18,000
Images . . . . .	\$12,000	Sports Medicine . . . . .	\$15,000
Infections . . . . .	\$12,000	Trauma . . . . .	\$15,000
		Upper Extremity . . . . .	\$15,000

**6 months = 15% premium    3 months = 35% premium**

**Roadblock Text Links:** Section Roadblock advertisers have the option to purchase Roadblock text links as an add-on to increase exposure.

Section Roadblock advertisers also have the option to "mute" all other advertiser's Industry Resources text links within their roadblock (with the exception of house ads).

#### Premium per text link

Add-On text links	5%
Mute text links	5%
Add-On and Mute text links	7%

### ■ Additional Marketing Opportunities

- Videos
- Podcasts
- Classifieds
- Resource Centers
- Micro Sites
- Custom Opportunities

## NEWS WIRE ADVERTISING

55,398 opt-in e-mail subscribers • 22% open rate

### ■ Exclusive. One advertiser per e-mail

	Rates per news wire
Weekly Headline News Wire	\$2,750
Daily Convention News Wire	\$7,500
Topic News Wire	\$3,000
ORTHOPEDICS e-contents	\$2,750

#### Conventions available for 2010:

- OrthopedicsToday Hawaii
- AAOS
- EFORT

If you're interested in sponsoring a news wire for a convention not listed, please contact your sales representative for more information. Pricing may vary.

## ONLINE INCENTIVES

**Invest and Save Incentive:** Online advertisers earn the following discounts upon reaching the total net online advertising spend levels listed.

Utilization of this discount must occur at the initiation of an advertising program and will be based upon the total investment by parent company across all brands advertising online with SLACK Incorporated. Cancelled programs will be short-rated to the appropriate earned discount level. Only advertising related to standard online inventory on websites, emails and podcasts will accrue toward earned incentives and may realize savings. Special programs and customized content including Resource Centers are not included. This may be combined with other online incentives.

• \$100,000:	5% off	• \$300,000:	8% off
• \$150,000:	6% off	• \$400,000:	9% off
• \$200,000:	7% off	• \$500,000+:	10% off

## Specifications

For full details, and custom opportunities contact your sales representative. All ads subject to approval.

AD UNIT	PIXEL SIZE	MAX. STANDARD FILE SIZE	MAX. EXPANSION PIXEL SIZE	EXPANSION DIRECTION	FILE FORMATS ACCEPTED	
					WEBSITE	NEWSWIRE
top leaderboard	728 x 90	40K	728 x 360	Down	gif, jpg, swf, rich media, html, javascript, third party served ads	jpg/gif
top banner	468 x 60	35K	468 x 360	Down		
medium rectangle	300 x 250	40K	610 x 250	Left	N/A	N/A
bottom leaderboard	728 x 90	40K	728 x 360	Up		
bottom banner	468 x 60	35K	468 x 360	Up		
skyscraper	120 x 600	40K	N/A	N/A	N/A	jpg/gif
text link	N/A	N/A	N/A	N/A	150 character limit, including spaces	

## RATES AND DISCOUNTS

- Effective Rate Date:** January 2010 for all advertisers. All prices quoted are in U.S. dollars.
- Rates:**
  - Earned rates are given to advertisers based on advertising frequency within a calendar year. The earned rate is determined by the number of insertions. A spread counts as two insertions; full page and fractional pages count as single insertions; each page of an insert counts as one insertion.
  - Agency commission:** Fifteen percent (15%) gross billings on space, color, cover and preferred position charges.
  - Cash discount:** Two percent if paid within ten days of invoice date. No discount allowed after this period.
- Black-and-white rates:**

Frequency	King Page	1/2 Page	1/3 Page	1/4 Page
1x	\$5,830	\$4,165	\$2,435	\$1,540
3x	5,170	3,690	2,195	1,415
6x	4,970	3,550	2,080	1,295
12x	4,770	3,420	2,030	1,255
18x	4,685	3,355	1,985	1,175
24x	4,590	3,275	1,915	1,060
36x	4,405	3,145	1,855	1,010
48x	4,205	3,010	1,780	965
60x	4,080	2,945	1,745	930
72x	3,955	2,885	1,710	900
96x	3,695	2,755	1,655	840
120x	3,575	2,690	1,625	810
144x	3,450	2,635	1,580	775
196x	3,310	2,575	1,555	750
252x	3,065	2,440	1,490	680

**Color:** In addition to earned black-and-white rates.

### Charge per color per page or fraction

Standard color..... \$710  
 Matched color..... 860  
 Four color .....2,000

\*Due to press limitations we cannot accept ads with 2 or more PMS colors.

- Bleed:** No charge
- Covers, Positions:**
  - Covers:**
    - Second cover:** Earned b/w rate plus 25%. Color additional.
    - Third cover:** Earned b/w rate plus 15%. Color additional.
    - Fourth cover:** Earned b/w rate plus 50%. Color additional.
  - Other Special Positions:** Earned black-and-white rate plus 10%. Color additional.
- Incentive Programs:**
  - Combined Earned Frequency:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in all SLACK publications to achieve maximum rate frequency.
  - New Advertiser/Product Incentive:** New product/advertisers receive a 5% discount off all advertising placed in 2010 with a minimum 3 ad commitment. This discount may be combined with the Continuity Incentive. To qualify as a new product advertiser, the advertisement must either be for a:
    - company that has not advertised in a SLACK Orthopedics publication in the past calendar year
    - new product from a company currently advertising with SLACK Orthopedics
    - new indication for an existing product currently advertising in SLACK Orthopedics
  - Global Continuity Incentive:** To encourage companies to advertise more consistently, the Global Continuity Incentive allows advertisements for an individual product family (Knee, Hip, etc.) to receive a discount based upon the number of issues in which they advertise across all SLACK Orthopedics Publications. Issue insertions do not need to be consecutive. This program may be combined with the New Advertiser/Product Incentive Program.
    - 6 issues = 5% off
    - 12 issues = 10% off
    - 18 issues = 15% off
    - 24 issues = 20% off
    - 30 issues = 25% off

- SLACK Corporate Discount:** Take advantage of SLACK's advertising, custom publishing, event management and other marketing services in 2010 and earn valuable discounts in 2011. Spend levels achieved in the year 2010 will determine your Corporate Discount savings in 2011 based on a total net spend.
  - When taking advantage of more than one discount program, discounts must be taken in the following order:**  
**Gross Cost:**
    - Less New Advertiser/Product Incentive
    - Less Global Continuity Incentive
    - Less SLACK Corporate Discount
    - Less 15% Agency Discount**Equals Net Cost**
- OrthoSuperSite.com:** Contact your sales representative for details.
  - Recruitment/Classified Rates:** Please contact Robin O'Connell at 856-384-1793 x494 or roconnell@gomindworks.com for information on available opportunities.

## ISSUANCE AND CLOSING

- First Issue:** January/February 1998
- Frequency:** Six times per year.
- Issue Dates:** Third week of the first month of issue.
- Extensions and Cancellations:**
  - Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed upon date, the advertiser will be charged for the space reserved.
  - Cancellations:** If, for any reason, an advertisement is canceled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of the space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

## EDITORIAL

- General Editorial Direction:** ORTHOPAEDICS TODAY EUROPE delivers news of the latest advances in the practice of orthopaedic medicine throughout Europe. This publication meets the continuing needs of the orthopaedist for practical, useful and timely information by providing news coverage of scientific conferences and new surgical techniques. Reports on new devices, drugs and instrumentation supply orthopaedic physicians with information on advances in orthopaedic technology. Interviews and roundtable discussions with orthopaedic opinion leaders on topics of interest to the orthopaedic community appear regularly.
- Editorial Departments/Features:** Clinical Roundtables, Pioneer Clinics, EFORT News, Editorial from the Chief Medical Editor, Physician Perspectives.

## CIRCULATION

### 15. Circulation Breakdown:

Albania	11	Finland	446	Luxembourg	37	Slovakia	238
Austria	848	Former Yugoslavia	43	Malaysia	1	Slovenia	37
Lebanon	1	France	1,808	Malta	8	South Korea	1
Belarus	1	Germany	7,299	Monaco	4	Spain	3,410
Belgium	993	Greece	1,542	Netherlands	640	Sweden	1,104
Bosnia and Herzegovina	15	Hungary	339	New Zealand	1	Switzerland	998
Brazil	3	Iceland	33	Norway	408	Taiwan	2
Bulgaria	72	India	3	Poland	197	The Netherlands	1
Canada	10	Ireland	46	Portugal	1082	Turkey	390
China	13	Israel	9	Argentina	1	United Kingdom	3,386
Croatia	167	Italy	4,678	Romania	197	United Arab Emirates	1
Cyprus	49	Japan	2	Russia	1	Ukraine	14
Czech Republic	390	Korea	8	Russian Federation	126	USA	102
Denmark	745	Latvia	17	Serbia	32		
Estonia	272	Lithuania	231	Singapore	1		

**Total Count: 32,514**

16. **Subscription Rate:** Individual—\$199/yr.; Institutional—\$329/yr.; Outside U.S.— add \$70/yr.

## GENERAL INFORMATION

17. **Requirements for Advertising Acceptance:** Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the healthcare profession and subject to Publisher's approval. Non-professional products and services ads must be submitted two weeks prior to the closing date.
18. **New Product Releases:** Accepted on a space available basis. Contact your account manager for more information.
19. **Ad Format and Placement Policy:** Interspersed
20. **Ad/Editorial Information:** 55/45 Ad/Edit ratio
21. **Value-Added Services:**
- Advertiser's Index**
  - Bonus Distribution:** See Editorial Calendar.
22. **Reprint Availability:** Yes, contact John Kain for pricing at +1-856-848-1000 ext. 238, or e-mail: jkain@slackinc.com.
23. **Publisher's Liability:** The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond the Publisher's control. Publisher assumes no responsibility for color quality of four-color advertisements if progressive proofs are not furnished with ad materials.
24. **Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.
25. **Competitor Information:** ORTHOPAEDICS TODAY EUROPE does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.
26. **Advertorials:** In order to be considered for acceptance, advertisements or inserts, which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "ADVERTORIAL" or "ADVERTISEMENT" must be prominently displayed in 10 pt. black type, in ALL CAPS at the center top of each page.
27. **Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card. All prices quoted are in U.S. Dollars. All payments to be made in U.S. Dollars drawn on a U.S. bank.

## INSERT INFORMATION

28. **Availability and Acceptance:**
- Availability:** Two- to eight-page inserts are available full and split run. Geographic inserts are limited to six per issue. Gatefold inserts and BRCs are accepted.
  - Accepted:** A sample of the insert must be submitted to the Publisher (SLACK) for approval prior to the shipping of inserts or BRCs. Failure to provide such information may forfeit placement.
29. **Charges:** Contact your account manager for insert pricing.
30. **Sizes and Specifications:**

No. of Pages	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
2 page (one leaf)	80# coated	70# coated	.004"
4, 6, 8 page	70# coated	60# coated	.004"

- Full size inserts:** Supplied untrimmed, printed, folded (except single leaf) and ready for binding. Varnished inserts are acceptable at the Publisher's discretion.
  - A-size inserts:** Supply size: 8 1/8" x 11" pre-trimmed on head and face. 1/8" foot trim.
31. **Trimming:** Trimming of oversized inserts will be charged at cost. Keep live matter 12 mm (1/2") from trim edges and 3 mm (1/8") from gutter trim. Book is jogged to foot. Foot and head trim is 3 mm (1/8") and 6 mm (1/4") for face trim.
32. **BRCs:**
- Pricing:** Contact your account manager for prices. BRCs must be accompanied by an island 1/2 or larger size advertisement.
  - BRC Specifications:** 3 1/2" x 5" minimum to 4 1/4" x 6" maximum; perforated with 1/2" lip (from perforation) for binding. Add 1/8" for foot trim. Cardstock minimum: 75lb bulk or higher.
33. **Geographic/Regional Inserts:** Multiple inserts or BRCs will be accepted up to a maximum of six in a single issue. A \$500 stoppage fee will be charged for each insert/BRC.
34. **Quantity:** Full run — 35,000 (estimated). Exact quantity will be given upon Publisher's approval of insert (or call Publisher prior to closing date).
35. **Shipping:** Carton packed preferred. Shipment must include: publication name, issue month, date, insert quantity shipped, and the name of countries to which insert is to be delivered. (Shipment costs will be billed back to advertiser.)  
Ship to: Publishers Press, 100 Frank E. Simon Avenue, Shepherdsville, KY 40165, USA, Attn: Julie Duncan.  
For more information on shipping inserts, contact Patti Hickerson at +1-856-384-1793, ext. 475.  
All international shipments must clear customs by the closing date of that issue. It is the shipper's responsibility to satisfy all outstanding fees incurred in the process.

## AD REQUIREMENTS

36. **Paper Stock:**
- Inside pages:** 34# gloss
  - Covers:** 60# gloss
37. **Type of Binding:** Saddle-stitch
38. **Digital Ad Requirements:** For specifications go to [slackinc.com/digitalads](http://slackinc.com/digitalads).
- Color Proofs:** One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.
- If only color lasers are furnished, color match on press cannot be guaranteed.**
- Media:** CDs and DVDs. Ads will not be accepted via e-mail.
- Note:** Spread ads should be sent as a one-page file.
39. **Disposition of Digital Ad Material:** Digital files will be held one year from date of last insertion and then destroyed unless instructed otherwise in writing.
40. **Insertion Orders:**
- Send production insertion orders to:**  
**Patti Hickerson**  
Sales Administrator  
phickerson@gomindworks.com  
+1-856-384-1793 x475
- Send classified/recruitment insertion orders to:**  
**Robin O'Connell**  
Classified/Recruitment Sales  
roconnell@gomindworks.com  
+1-856-384-1793 x494
- Materials:**  
**Send inserts to:**  
**Julie Duncan**  
ORTHOPAEDICS TODAY EUROPE  
Publishers Press  
100 Frank E. Simon Avenue  
Shepherdsville, KY 40165, USA
- Send digital ad materials to:**  
**Patti Hickerson**  
ORTHOPAEDICS TODAY EUROPE  
c/o Mindworks Communications  
6900 Grove Road  
Thorofare, NJ 08086-9447, USA
- ORTHOPAEDICS TODAY EUROPE**  
c/o Mindworks Communications  
6900 Grove Road  
Thorofare, NJ 08086-9447, USA

## Available Advertising Unit Sizes

	Non-bleed (Live area) sizes:		Non-bleed (Live area) sizes:		Trim Sizes:		Trim Sizes:	
	Width	Height	Width	Height	Width	Height	Width	Height
King Spread	20.5" x	13.5"	52.07 cm x	34.29 cm	21" x	14"	53.34 cm x	35.56 cm
King Page	10" x	13.5"	25.4 cm x	34.29 cm	10.5" x	14"	26.67 cm x	35.56 cm
½ Page (Island)	7.13" x	10"	18.11 cm x	25.4 cm	7.63" x	10.5"	19.38 cm x	26.67 cm
½ Page (Vertical)	4.68" x	13.5"	11.89 cm x	34.29 cm	5.18" x	14"	13.16 cm x	35.56 cm
½ Page (Horizontal)	10" x	6.5"	25.4 cm x	16.51 cm	10.5" x	7"	26.67 cm x	17.78 cm
⅓ Page (Vertical)	4.68" x	10"	11.89 cm x	25.4 cm	5.18" x	10.5"	13.16 cm x	26.67 cm
¼ Page (Vertical Block)	4.68" x	6.25"	11.89 cm x	15.88 cm	5.18" x	6.75"	13.16 cm x	17.15 cm
¼ Page (Horizontal Block)	7.13" x	4.75"	18.11 cm x	12.07 cm	7.63" x	5.25"	19.38 cm x	13.34 cm
¼ Page (Vertical Strip)	2.23" x	13.5"	5.66 cm x	34.29 cm	2.73" x	14"	6.93 cm x	35.56 cm
¼ Page (Horizontal Strip)	10" x	3"	25.4 cm x	7.62 cm	10.5" x	3.5"	26.67 cm x	8.89 cm

a) Trim size of journal: 10.5" x 14" (26.67 cm x 35.56 cm)

b) To view thumbnails of ads specs, visit [slackinc.com/digitalads](http://slackinc.com/digitalads).

For spread ads, keep content (images/text) ¼" in on each side of the gutter.

For bleed ads, add ⅛" on all sides of trim size.

## ► 2010 Editorial Calendar

**ORTHOPAEDICS**  
*today* EUROPE  
THE OFFICIAL NEWSPAPER OF EFORT

ISSUE	DATES	FEATURES	BONUS DISTRIBUTION
<b>JANUARY/ FEBRUARY</b>	Ad closing: 12/01/2009 Material due: 12/16/2009	<b>2009: The Year in Review</b> Coverage from the British Orthopaedic Association (BOA) and North American Spine Society (NASS) meetings	
<b>MARCH/ APRIL</b>	Ad closing: 01/27/2010 Material due: 02/08/2010	<b>Biologics</b> Coverage from the Current Concepts in Joint Replacement (CCJR)-Winter, DGOOC (German) and SOFCOT (French) meetings	<b>American Academy of Orthopaedic Surgeons</b> New Orleans, LA, March 10-13
<b>MAY/JUNE</b>	Ad closing: 04/01/2010 Material due: 04/15/2010	<b>Knee</b> Coverage from the AAOS and CCJR-Winter meetings	<b>Arthroscopy Association of North America</b> Hollywood, FL, May 20-23 <b>Current Concepts in Joint Replacement-Spring</b> Las Vegas, NV, May 23-26 <b>EFORT Congress</b> , Madrid, June 2-5 <b>ESSKA</b> , Oslo, June 9-12
<b>JULY/AUGUST</b>	Ad closing: 06/01/2010 Material due: 06/17/2010	<b>Hip</b> Coverage from the EFORT, CCJR-Spring, AAOS and ISSLS meetings	<b>SICOT/SIROT Annual Meeting</b> Gothenberg, August 31- September 3 <b>British Orthopaedic Association annual meeting/12th Meeting of the Combined Orthopaedic Associations</b> Glasgow, September 12-17 <b>EuroSpine meeting</b> , Vienna, September 15-17
<b>SEPTEMBER/ OCTOBER</b>	Ad closing: 08/02/2010 Material due: 08/18/2010	<b>Shoulder</b> Coverage from the ESSKA and EFORT meetings	<b>North American Spine Society meeting</b> Orlando, FL, October 5-9 <b>Orthopaedic Trauma Association</b> , Baltimore, MD, October 14-16
<b>NOVEMBER/ DECEMBER</b>	Ad closing: 10/01/2010 Material due: 10/18/2010	<b>Spine</b> Coverage from the SICOT, EuroSpine and BOA meetings	<b>Current Concepts in Joint Replacement-Winter Meeting</b> , Orlando, FL, December 8-11