The Global Resource for Musculoskeletal Health, Injury, and Rehabilitation

The Journal of Orthopaedic & Sports Physical Therapy\(^\text{®}\) (JOSPT\(^\text{®}\)) invites advertising in the print JOSPT, on its website, JOSPT.org, and companion mobile site, and in its e-mailed table-of-contents alerts. JOSPT also offers sponsorships of webinars it produces on its own and with other journal partners, as well as a customizable e-blast. JOSPT provides the editorial environment and overall circulation necessary to produce the readership and the results that companies and organizations marketing to professionals in the field of musculoskeletal rehabilitation and movement require.

Scholarly and peer-reviewed, JOSPT features the latest evidence-based research and clinical cases in musculoskeletal and sports-related health, injury, and rehabilitation, including physical therapy, orthopaedics, sports medicine, and biomechanics. Now in its 37th year, JOSPT strives to offer high-quality research, immediately applicable clinical material, and useful supplemental information in a variety of formats.

As a publisher, JOSPT seeks to advance musculoskeletal and sports-related rehabilitation and movement research and practice, and to educate and support the profession through its print and online products. To these ends, JOSPT is published monthly in print, and JOSPT.org delivers a searchable database of articles published from JOSPT’s launch in 1979 to date. All of these articles are available in PDF format. In addition, articles published from January 2010 to date, as well as all musculoskeletal imaging features and clinical practice guidelines, are provided in full text for easy viewing on a wide range of devices—from desktop and laptop computers to smartphones and tablets.

JOSPT is indexed by several well-known services, including Index Medicus (PubMed-MEDLINE) and the Cumulative Index to Nursing & Allied Health Literature (CINAHL).

With a current impact factor of 3.011 and a 5-year impact factor of 3.627, JOSPT is among the top-ranked physical therapy journals in Thomson Reuters’ Journal Citation Reports, Science Edition (2014). JOSPT ranks fourth among 134 rehabilitation journals, eighth among 72 orthopedic journals, and 10th among 81 sports sciences journals.

A NEW CHAPTER

In April 2015, the JOSPT Board of Directors named J. Haxby Abbott Editor-in-Chief (EIC) Elect of JOSPT. Dr. Abbott succeeds Dr. Guy G. Simoneau, who has served in the EIC role since 2002 and has significantly contributed to making JOSPT the distinguished publication it is today. Dr. Abbott will be responsible for material published in JOSPT beginning with the January 2016 issue and has already begun working closely with the Journal.

Dr. Abbott’s vision for the future of JOSPT emphasizes 3 main values: presenting high-quality science, improving the author experience, and enhancing the reader experience. Dr. Abbott plans to continue JOSPT’s reputation for high-quality science by reviewing and publishing well-designed papers that ask and answer useful questions and contribute to the current literature. He is also focusing on improving the author experience by minimizing the amount of time manuscripts spend in the review process and by helping authors improve their manuscripts to make them the best they can be. Dr. Abbott will continue to provide JOSPT readers with clinically relevant content while incorporating more commentaries on this content, as well as in-depth articles that translate research into practice.
ACCESS ANYWHERE, ANYTIME

JOSPT’s website provides an essential online resource for professionals practicing musculoskeletal and sports-related rehabilitation and movement. In addition to 12 print issues, JOSPT online offers subscribers full-text access to the current issue, plus more than 36 years’ worth of evidence-based research and clinical cases in physical therapy, orthopaedics, sports medicine, and biomechanics. The August 2013 relaunch of JOSPT.org has allowed JOSPT to continue to deliver high-quality research while meeting the demand for easier online access, particularly from readers who use mobile devices. The upgraded full site and mobile site help JOSPT reach an audience that is looking for access to content on demand and on the go.

JOSPT’s site offers several features designed to add value to its core content. Perhaps most important is that all content published from January 2010 to date—as well as clinical practice guidelines JOSPT produces in cooperation with the American Physical Therapy Association’s Orthopaedic Section and JOSPT’s imaging features—is now provided in full text in addition to the familiar Adobe PDF. This full-text capability enables JOSPT to deliver content seamlessly to desktop and laptop computers and mobile devices, including smartphones and tablets.

RAPIDLY EXPANDING TRAFFIC

Since the launch of JOSPT’s new website platform in August 2013, traffic has grown tremendously, and continues to do so. On average, the site sees nearly 100,000 sessions each month, with a record of more than 120,000 sessions in March. The average number of users has climbed to nearly 70,000 per month and the average number of page views exceeds 500,000 per month.

In 2015, JOSPT’s mobile site hosted nearly 25,000 sessions each month on average, with users visiting from tablets, smartphones, and other mobile devices. The convenient and fully functional mobile site allows users quick and easy access to evidence-based content wherever they might be.

Advertising opportunities are available on JOSPT’s full site, its mobile site, and in its monthly e-mailed table-of-contents alerts, which reach more than 63,000 readers.

WEBINARS: BRINGING RESEARCH TO LIFE

To further aid the translation of the research it publishes, JOSPT now hosts at least two 1-hour webinars annually on topics of critical interest to clinicians. Presented by expert authors and commentators and moderated by an individual recognized in the topic area, these sessions feature current research and how it may be best applied. The webinars also offer live question-and-answer interaction with panelists and are archived for 6 months for on-demand viewing.

These webinars attract thousands of highly engaged participants. The March 2015 webinar on low back pain accommodated nearly 3,000 registrants and 1,000 attendees, and generated hundreds of leads for the sponsor. The webinar on return to sport following anterior cruciate ligament (ACL) repair, produced in November 2014, drew nearly 5,000 registrants and almost 3,000 attendees. A postwebinar survey indicated that 87% of the attendees would be extremely interested in similar types of webinars with presentations by physical therapists.

JOSPT may offer webinars with a cohost, such as JBJS, publisher of The Journal of Bone & Joint Surgery, or on its own. In every case, sponsorship opportunities are available that provide advertisers premium brand exposure through print and online advertising, dedicated e-mail invitations, webinar registration pages and confirmation e-mails, and presence on title and closing slides. Our editorial calendar on page 9 provides the schedule of upcoming webinar opportunities. Please call for pricing.
JOSPT is produced by top professionals in the field of musculoskeletal and sports-related rehabilitation and movement, from its editors to its reviewers and its Board of Directors. In addition, JOSPT’s staff consists entirely of experienced publishing professionals.

EDITOR-IN-CHIEF, 2016–PRESENT
• J. Haxby Abbott, DPT, PhD, FNZCP, University of Otago, Dunedin, New Zealand

EDITORS
• Julie M. Fritz, PT, PhD, University of Utah, Salt Lake City, Utah
• Christopher M. Powers, PT, PhD, University of Southern California, Los Angeles, California
• Bryan C. Heiderscheit, PT, PhD, University of Wisconsin-Madison, Madison, Wisconsin

ASSOCIATE EDITORS
• Garry T. Allison, PT, PhD, APA Sports Physiotherapist, Curtin University, Perth, Australia
• Brian Caulfield, PT, PhD, University College Dublin, Dublin, Ireland
• John C. Childs, DPT, PhD, MBA, FAPTA, US Army-Baylor Doctoral Program in Physical Therapy, San Antonio, Texas
• Joshua A. Cleland, PT, PhD, Franklin Pierce University, Rindge, New Hampshire
• Chad E. Cook, PT, PhD, MBA, FAAOMPT, Duke University, Durham, North Carolina
• Luciola da Cunha Menezes Costa, PhD, Universidade Cidade de São Paulo, São Paulo, Brazil
• Todd E. Davenport, PT, DPT, OCS, University of the Pacific, Stockton, California
• Timothy W. Flynn, PT, PhD, OCS, FAAOMPT, South College, Knoxville, Tennessee
• Karin Grävare Silbernagel, PT, PhD, ATC, University of Delaware, Newark, Delaware
• Jonathan C. Hill, PT, PhD, Keele University, Stoke, United Kingdom
• Steven J. Kamper, BSc (Hons), BAppSs, PhD, The George Institute, University of Sydney, Sydney, Australia
• Linda Li, PT, BSc, MSc, PhD, University of British Columbia, Vancouver, British Columbia, Canada
• Joy C. MacDermid, BSc, BScPT, MSc, PhD, McMaster University and Hand and Upper Limb Centre, Hamilton and London, Ontario, Canada
• Lori A. Michener, PT, PhD, University of Southern California, Los Angeles, California
• May Arna Risberg, PT, PhD, Norwegian School of Sport Sciences and Oslo University Hospital, Oslo, Norway
• Michael D. Ross, PT, DHCc, OCS, Daemen College, Amherst, New York
• Lynn Snyder-Mackler, PT, ScD, ATC, SCS, FAPTA, University of Delaware, Newark, Delaware
• Deydre S. Teyhen, PT, PhD, US Army Medical Command, Falls Church, Virginia
• Stuart J. Warden, PT, PhD, FACSM, Indiana University, Indianapolis, Indiana
• Kimiko Yamada, DPT, OCS, ATC, CS, University of Southern California, Los Angeles, California

REVIEWERS
Approximately 300 dedicated reviewers located around the world

BOARD OF DIRECTORS
• John A. Nyland, PT, EdD, SCS, ATC, FACSM, President; Spalding University, Louisville, Kentucky
• Richard C. “Rick” Ritter, PT, DPT, OCS, Vice President; University of California School of Medicine, San Francisco, California
• Joseph J. Godges, DPT, MA, Treasurer; University of Southern California, Los Angeles, California
• Terese L. Chmielewski, PT, PhD, SCS, Member-at-Large; TRIA Orthopedic Center, Bloomington, Minnesota
• Gordon Eiland, PT, MA, SCS, Member-at-Large; Independent Contractor/Travel Therapist
• James M. Elliott, PT, PhD, Advisory Member; Northwestern University, Chicago, Illinois

STAFF
• Edith Holmes, Executive Director/Publisher
• Jan DiVincenzo, Senior Editor
• Corey Parker, Copy Editor
• Sarah Weathers, Print & Web Production Manager
• Anthony Willard, Manuscript & Marketing Coordinator
• Tony Calamaro, Advertising Director

READ FOR CREDIT COORDINATOR
Jill M. Thein-Nissenbaum, PT, DSc, SCS, ATC, University of Wisconsin-Madison, Madison, Wisconsin

INTERNATIONAL EDITORIAL REVIEW BOARD
Sixty professionals from some of the finest institutions devoted to physical therapy research and teaching, not only in the United States, but also in Australia, Belgium, Canada, China, Kazakhstan, the Netherlands, Sweden, and the United Kingdom
JOSPT's Reach in the United States and Around the World

JOSPT enjoys a dedicated global readership of clinicians, researchers, practitioners, and academicians in the field of musculoskeletal health, injury, and rehabilitation. JOSPT is the official journal and the #1 rated membership benefit of the American Physical Therapy Association's (APTA) Orthopaedic and Sports Physical Therapy Sections.

JOSPT is also a recognized journal of 36 physiotherapy, manual therapy, sports, and related professional organizations in 27 countries.

JOSPT’s print edition reaches more than 22,000 individual and institutional subscribers in the United States and 60 countries around the world. Another 11,500 subscribe to JOSPT in online format only, including individual members of JOSPT’s international partners, for a total print and online circulation in excess of 33,000.

All told, JOSPT’s website, JOSPT.org, manages nearly 100,000 sessions each month from 160 countries, and page views routinely exceed 500,000. JOSPT’s e-table of contents is delivered monthly to more than 63,000 opt-in e-mail addresses.

Whether in print, online, or both, JOSPT is 100% paid—readers either purchase a subscription as part of their membership in APTA’s Orthopaedic or Sports Sections or are independent subscribers or members of JOSPT’s international partner organizations. JOSPT’s renewal rate for subscribers is better than 85%.

Quick Circulation Facts: 2015
- More than 33,000 individuals and institutions worldwide receive JOSPT in print and online
- 70,000 users conduct over 500,000 sessions on JOSPT.org monthly

2016 Subscription Rates

<table>
<thead>
<tr>
<th></th>
<th>Institutional: Print + Online</th>
<th>Institutional: Online Only</th>
<th>Individual: Print + Online</th>
<th>Individual: Online Only</th>
</tr>
</thead>
<tbody>
<tr>
<td>International</td>
<td>$765 USD</td>
<td>$595 USD</td>
<td>$400 USD</td>
<td>$250 USD</td>
</tr>
</tbody>
</table>

JOSPT's Audience Distribution

September 2015

- Orthopaedic Section: 43%
- Sports Section: 31%
- Both Sections: 4%
- JOSPT, Ovid Subscribers: 11%
- JOSPT International Partners: 11%

JOSPT Website Traffic

Average monthly sessions and unique users by year; through August 2015

<table>
<thead>
<tr>
<th>Year</th>
<th>Sessions</th>
<th>Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>40,000</td>
<td>20,000</td>
</tr>
<tr>
<td>2011</td>
<td>60,000</td>
<td>30,000</td>
</tr>
<tr>
<td>2012</td>
<td>80,000</td>
<td>40,000</td>
</tr>
<tr>
<td>2013</td>
<td>80,000</td>
<td>40,000</td>
</tr>
<tr>
<td>2014</td>
<td>100,000</td>
<td>50,000</td>
</tr>
<tr>
<td>2015</td>
<td>120,000</td>
<td>60,000</td>
</tr>
</tbody>
</table>

CIRCULATION

QUICK CIRCULATION FACTS: 2015
- e-table of contents delivered to 63,000 opt-in e-mail addresses
- 100% paid; 85% renewal rate
- #1 member benefit of Orthopaedic and Sports Section members

INTERNATIONAL PARTNERS

The following professional organizations currently provide online access to JOSPT for their members:

ARGENTINA
Asociación de Kinesiología del Deporte (AKD)

AUSTRALIA
Sports Physiotherapy Australia (SPA), a national special group of the Australian Physiotherapy Association (APA)-Titled Members

BRASIL
Sociedade Brasileira de Fisioterapia de Esportes (SBFG)

BELGIUM
Belgian Clinical Interest Group, Manual Therapy (AXXON BCIG, MATHERA.be)

CANADA
Canadian Academy of Manipulative Physiotherapy (CAMP)

CHILE
Sociedad Chilena de Kinesiología del Deporte (SOKIDE)

DENMARK
Danish Musculoskeletal Physiotherapy Association (DMPA)

FINLAND
Suomen Ortopedisen Manuaalisen Terapiaan Yhdistys ry (SMOTY)

FRANCE
Société Française des Masseurs-Kinésithérapeutes du Sport (SFMKS)

GERMANY
German Federal Association of Manual Therapists (DFAMT)

GREECE
Association of Manipulative Physiotherapists of Greece (AMPG)

IRELAND
Chartered Physiotherapists in Sports and Exercise Medicine (CPSEM), a clinical interest group of the Irish Society of Chartered Physiotherapists (ISCP)

ISRAEL
Israell Physiotherapy Society (IPTS)

ITALY
Società Italiana di Kinesiologia e Fisioterapia del Sport (SIIK)

NETHERLANDS
Nederlandse Associatie Orthopedische Manuele Therapie (NAOMT)

NORWAY
Norwegian Sport Physiotherapy Group of the Norwegian Physiotherapist Association

NEW ZEALAND
Sports Physiotherapy New Zealand (SPNZ), a special interest group of the New Zealand Society of Physiotherapists

PHILIPPINES
Association of Physiotherapy of the Philippines (APhP)

PORTUGAL
Portuguese Sports Physiotherapy Group (PSPG) of the Portuguese Association of Physiotherapists

SINGAPORE
Sports Medicine Association Singapore (SMAS)

SOUTH AFRICA
Orthopaedic Manipulative Physiotherapy Group (OMPTG), a special interest group of the South African Society of Physiotherapy (SASP)

SOUTH KOREA
South Korean Society of Sports Medicine

SWITZERLAND
Swiss Sports Physiotherapy Association (SSPA)

SWEDEN
Ortopedisk Manuell Terapi (OMT)-Sweden

UNITED KINGDOM
The Chartered Society of Physiotherapy, United Kingdom

TURKEY
Association of Turkish Sports Physiotherapists (ATSP)

JOSPT currently has a special relationship with or offers special subscription rates for the members of the following professional organizations:
Readership: #1 With Readers

Jospt ranks #1 with readers. And JOSPT’s readers purchase a wide range of rehabilitation and physical therapy products. A study conducted between August 17 and August 24, 2015 shows that of the 1,392 JOSPT readers who responded to the annual reader survey:

WHO ARE JOSPT’S READERS?
• 34% manage or own their enterprises.
• 85% hold master’s or doctoral degrees.
• 83% are working practitioners, 10% are academicians, 5% are students, 1% are physicians, and 1% are retired.
• 76% have worked in orthopaedics and/or sports for more than 4 years; 23% are new to these fields (1 to 3 years or are not yet practicing); 1% are retired.
• 51% are responsible for staff development.
• 93% use a smartphone or personal digital assistant, and 72% own a tablet.

WHAT PURCHASES DO THEY INFLUENCE?
• 68% influence purchasing decisions (making recommendations for purchases, specifying make and model, and serving as final authority for purchases).
• The top 14 product categories purchased are: therapeutic exercise/intervention, general equipment and supplies, manual therapy equipment, education, exam/testing tables and tools, patient education materials, electrotherapeutic modalities, cold therapy, heat therapy, ultrasound, traction, orthoses/shoes/splints/supports-lower extremity, assistive devices, and orthoses/shoes/splints/supports-general.
• Respondents routinely act on advertisements seen in JOSPT, with 40% discussing an advertisement, 69% visiting the company’s website, 31% contacting an advertiser, 46% recommending the purchase of a product, and 33% buying the advertised product.

HOW USEFUL IS JOSPT TO READERS IN THEIR JOBS?
• On a scale of 1 to 5, where 1 is “not useful at all” and 5 is “extremely useful,” respondents rated JOSPT 4.29—first among 15 publications assessed.
• 53% spend 30 or more minutes with every issue of JOSPT.
• 60% keep issues of JOSPT for 1 or more years.
• 60% share their print issues with others.

WHAT READERS SAY
• “JOSPT is still the best journal out there—know that!”
• “Webinars with JBJS are excellent—keep them coming!”
• “I love the flexibility of multiple modes to access JOSPT, use all 3 (mobile/online/print) and would hate to see any of them disappear.”
• “Very pleased to have access to JOSPT anywhere, everywhere, anytime, all the time!”
• “I prefer to read the print copy, but the online version is very useful when you are searching for something.”
• “JOSPT has advanced dramatically in the quality of articles published over the past 10-15 years. I appreciate the effort.”
• “JOSPT has been great in adapting to meet the needs of readers at multiple levels! Less is more; collaboration is better; JBJS/JOSPT webinars are very good.”
• “Thanks for keeping JOSPT the premier clinically relevant journal.”

For complete survey results, please visit: http://goo.gl/ZqbCpz
Readers Rank JOSPT First in Usefulness Among 15 Leading Journals
On a scale of 1 (not at all) to 5 (extremely) useful, survey participants ranked JOSPT 4.29 in usefulness. (n=1,392)

Readers Keep Print Copies of the Journal
60% of survey participants keep their paper journals for a year or more. (n=1,392)

Readers Share Print Copies of the Journal
60% of survey respondents share their print copies with others. (n=1,392)

Audience Use of Smartphones/PDAs
93% of JOSPT's readers use a smartphone or a personal digital assistant. (n=1,392)

Audience Use of Tablets
72% of JOSPT’s audience own a tablet. (n=1,392)

Source: A survey conducted by JOSPT of its readers from August 17 to August 24, 2015.
8

68% of survey participants make or influence purchasing decisions for physical therapy products and services. (n=1,392)

Readers Make Purchasing Decisions

68% of survey participants make or influence purchasing decisions for physical therapy products and services. (n=1,392)

Reader Response to Advertisements

Of survey participants who make or influence purchasing decisions, 69% visited the advertiser’s website based on an ad in JOSPT, and 46% recommended the purchase of an advertised service or product. (n=644)

Top 15 Products Readers Buy (n=902)

Therapeutic exercise/intervention 69%
  General equipment & supplies 61%
  Manual therapy equipment 60%
  Education 58%
  Exam/testing tables & tools 57%
  Patient education materials 55%
  Electrotherapeutic modalities 54%
  Cold therapy 53%
  Heat therapy 53%
  Ultrasound 53%
  Traction 53%
  Orthoses/lower extremity 51%
  Assistive devices 49%
  Therapeutic exercise/intervention 43%
  General equipment & supplies 42%
  Manual therapy equipment 42%
  Education 41%
  Exam/testing tables & tools 41%
  Patient education materials 41%
  Electrotherapeutic modalities 41%
  Cold therapy 41%
  Heat therapy 41%
  Ultrasound 41%
  Traction 41%
  Orthoses/lower extremity 41%
  Assistive devices 41%
  Therapeutic exercise/intervention 41%
  General equipment & supplies 41%
  Manual therapy equipment 41%
  Education 41%
  Exam/testing tables & tools 41%
  Patient education materials 41%
  Electrotherapeutic modalities 41%
  Cold therapy 41%
  Heat therapy 41%
  Ultrasound 41%
  Traction 41%
  Orthoses/lower extremity 41%
  Assistive devices 41%
  Therapeutic exercise/intervention 41%
  General equipment & supplies 41%
  Manual therapy equipment 41%
  Education 41%
  Exam/testing tables & tools 41%
  Patient education materials 41%
  Electrotherapeutic modalities 41%
  Cold therapy 41%
  Heat therapy 41%
  Ultrasound 41%
  Traction 41%
  Orthoses/lower extremity 41%
  Assistive devices 41%
  Therapeutic exercise/intervention 41%
  General equipment & supplies 41%
  Manual therapy equipment 41%
  Education 41%
  Exam/testing tables & tools 41%
  Patient education materials 41%
  Electrotherapeutic modalities 41%
  Cold therapy 41%
  Heat therapy 41%
  Ultrasound 41%
  Traction 41%
  Orthoses/lower extremity 41%
  Assistive devices 41%
## CALENDAR

### 2016 Editorial Calendar and Closing Dates*

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>RESERVATIONS DUE</th>
<th>MATERIALS DUE</th>
<th>ADVERTISING OPPORTUNITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>December 2015</td>
<td>November 11, 2015</td>
<td>November 13, 2015</td>
<td>New Products</td>
</tr>
<tr>
<td>March</td>
<td>February 10</td>
<td>February 12</td>
<td>Webinar on ACL rehabilitation strategies</td>
</tr>
<tr>
<td>April</td>
<td>March 10</td>
<td>March 14</td>
<td>New Products</td>
</tr>
<tr>
<td>May</td>
<td>April 11</td>
<td>April 13</td>
<td>Bonus distribution at APTA Orthopaedic Section Annual Meeting 2016, May 5-7, Atlanta, GA</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Bonus distribution at Canadian Physiotherapy Association Congress 2016, May 26-28, Victoria, British Columbia, Canada</td>
</tr>
<tr>
<td>June</td>
<td>May 11</td>
<td>May 13</td>
<td>New Products</td>
</tr>
<tr>
<td>July</td>
<td>June 10</td>
<td>June 13</td>
<td>Bonus distribution at International Federation of Orthopaedic Manipulative Physical Therapists (IFOMPT) Conference 2016, July 4-8, Glasgow, Scotland</td>
</tr>
<tr>
<td>August</td>
<td>July 11</td>
<td>July 13</td>
<td>TBD</td>
</tr>
<tr>
<td>September</td>
<td>August 10</td>
<td>August 12</td>
<td>New Products</td>
</tr>
<tr>
<td>October</td>
<td>September 9</td>
<td>September 12</td>
<td>Webinar on hand management of basilar thumb arthritis</td>
</tr>
<tr>
<td>November</td>
<td>October 12</td>
<td>October 14</td>
<td>TBD</td>
</tr>
<tr>
<td>December</td>
<td>November 9</td>
<td>November 11</td>
<td>Bonus distribution at Sports Physical Therapy Section Team Concept Conference 2016, December, Las Vegas, NV New Products</td>
</tr>
<tr>
<td>January 2017</td>
<td>December 9, 2016</td>
<td>December 12, 2016</td>
<td>Orthopaedic Section and Sports Physical Therapy Section research abstracts for APTAs Combined Sections Meeting—CSM 2017, February 15–18, 2017, San Antonio, TX</td>
</tr>
</tbody>
</table>

*Please note that the editorial calendar is subject to change without notice. As additional special features are scheduled, they will be included in the calendar available on JOSPT.org.
Print Advertising Opportunities and Rates

Display advertising is available in monthly print issues of JOSPT.

BLACK & WHITE PRINT RATES

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,860</td>
<td>$1,720</td>
<td>$1,600</td>
<td>$1,495</td>
</tr>
<tr>
<td>Half Page</td>
<td>$1,475</td>
<td>$1,300</td>
<td>$1,250</td>
<td>$1,175</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$1,025</td>
<td>$965</td>
<td>$890</td>
<td>$835</td>
</tr>
</tbody>
</table>

PREMIUM POSITIONS (NONRETRACTABLE)

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>4x</th>
<th>8x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2</td>
<td>$2,600</td>
<td>$2,400</td>
<td>$2,240</td>
<td>$2,090</td>
</tr>
<tr>
<td></td>
<td>(B/W rates plus 40% premium)</td>
<td>(B/W rates plus 25% premium)</td>
<td>(B/W rates plus 50% premium)</td>
<td>(B/W rates plus 30% premium)</td>
</tr>
<tr>
<td>Cover 3</td>
<td>$2,325</td>
<td>$2,150</td>
<td>$2,000</td>
<td>$1,865</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$2,790</td>
<td>$2,580</td>
<td>$2,400</td>
<td>$2,240</td>
</tr>
<tr>
<td></td>
<td>(B/W rates plus 50% premium)</td>
<td>(B/W rates plus 30% premium)</td>
<td>(B/W rates plus 20% premium)</td>
<td>(B/W rates plus 20% premium)</td>
</tr>
<tr>
<td>Page 1</td>
<td>$2,415</td>
<td>$2,235</td>
<td>$2,080</td>
<td>$1,940</td>
</tr>
<tr>
<td>Opposite Table of Contents</td>
<td>$2,230</td>
<td>$2,060</td>
<td>$1,920</td>
<td>$1,795</td>
</tr>
<tr>
<td></td>
<td>(B/W rates plus 20% premium)</td>
<td>(B/W rates plus 20% premium)</td>
<td>(B/W rates plus 20% premium)</td>
<td>(B/W rates plus 20% premium)</td>
</tr>
<tr>
<td>Opposite Perspectives for Patients (when available)</td>
<td>$2,230</td>
<td>$2,060</td>
<td>$1,920</td>
<td>$1,795</td>
</tr>
</tbody>
</table>

INSERTS
JOSPT can accommodate inserts in the print Journal. Pricing is tied to the rate card. A 2-page insert, for example, costs 2x the earned black-and-white page rate. Please contact JOSPT for specifications, scheduling, and pricing.

COVER TIP FOR CONFERENCE/TRADESHOW DISTRIBUTION
JOSPT offers a single advertiser a half-page tip to the cover of 500-1,000 copies of JOSPT to be distributed at the conferences/trade shows where JOSPT exhibits. Please call for pricing.

FOR MORE INFORMATION AND RESERVATIONS, PLEASE CONTACT:
Tony Calamaro
Advertising Director
Phone: 610-449-3490 (direct) or 1-877-766-3450 (JOSPT office)
E-mail: tonycalamaro@jospt.org

Color charges: 4- and 3-color process = $525
Online Advertising Opportunities and Rates

Online advertising is available on JOSPT’s primary website, its mobile site, and its e-mailed table-of-contents alerts.

WEBSITE LEADERBOARD—SHARED
• 728 pixels wide x 90 pixels high with linking URL
• Shared, run-of-site, rotating banner position at top of site pages
• $1,095 net/month; $2,650 net/quarter; $9,500 net/year

WEBSITE LEADERBOARD—EXCLUSIVE
• 728 pixels wide x 90 pixels high with linking URL
• Exclusive, run-of-site, rotating banner position at top of site pages
• $1,595 net/month; $4,200 net/quarter; $14,900 net/year

WEBSITE RIGHT RAIL—SHARED
• 308–320 pixels wide x 258 pixels high with linking URL
• Shared, run-of-site, rotating position on right rail of site pages
• $895 net/month; $2,295 net/quarter; $7,900 net/year

WEBSITE RIGHT RAIL—EXCLUSIVE
• 308–320 pixels wide x 258 pixels high with linking URL
• Exclusive, run-of-site position on right rail of site pages
• $1,095 net/month; $2,550 net/quarter; $8,900 net/year

VENDOR VIDEO
• A video of up to 2 minutes in length demonstrating your products and services
• Run-of-site or targeted position on right rail of site pages
• Flash or .flv files of no more than 10 megabytes
• $1,500 net/month; $3,950 net/quarter; $13,900 net/year

MOBILE
• Advertising on JOSPT’s mobile site for delivery on mobile devices, such as smartphones and tablets
• 10 positions throughout site, rotating at top of screens
• 640 pixels wide x 96 pixels high with linking URL
• $795 net/month; $1,950 net/quarter; $6,500 net/year

E-MAILED TABLE-OF-CONTENTS ALERT
• Sponsorship of JOSPT’s monthly e-mailed table-of-contents alerts
• Delivered to approximately 63,000 opt-in readers
• Bonus distribution with Ahead of Print alerts
• Maximum of 2 sponsoring organizations per newsletter
• 180 pixels wide x 90 pixels high with linking URL
• $925 net/newsletter; $2,495 net/quarter; $9,600 net/year

CUSTOM E-BLAST
• Customer message with linking URL e-mailed by JOSPT to e-mail addresses of readers who have opted in to receiving advertiser messages
• Includes tracking report delivered to advertiser
• Maximum of 1 customer and 1 e-blast per month
• $4,900 net/e-blast; $12,900 net/quarter; $44,900 net/year
• Call for special rates to further customize e-blast delivery
Production Specifications and Submission Guidelines

PRINT SPECIFICATIONS

Trim Size
JOSPT’s final trim size is 8” x 10.5”. For full-page ads, ensure at least 0.125” bleed if the ad contains content that extends to the trim edge, and at least 0.375” clearance (safe area) from the trim to the page elements inside the trim area. For fractional ads, check that the file trim size matches the size requested (see thumbnails to the right).

Binding and Paper Stock
• Perfect bound.
• Inside pages are 50# Somerset Satin® FSC.
• Covers are 100# Arbor Plus Matte® FSC.

Print Material Requirements
Please submit all ad materials in a digital format:
• Adobe PDF, with associated high-resolution graphic files and embedded fonts (preferred format).
• Other native desktop application files (Adobe Illustrator, Adobe Photoshop, Adobe InDesign, or Tiff/IT-PF) with associated high-resolution graphic files and embedded fonts (alternative formats).

Check that:
• Fonts are not menu styled (don’t use the “bold” and “italic” buttons in the measurements palette).
• All images are linked and updated, and none are scaled to more than 120% in the layout application.
• Text and important images should be at least 0.375” from the edge of the page.
• All colors are converted to CMYK.
• Effective resolution of CMYK/grayscale/duotone images is 300 dpi (plus or minus 20%).
• Effective resolution of line-art graphics is between 1200 and 2400 dpi.
• When using Illustrator or InDesign, fonts are converted to outlines for maximum compatibility.
• Black and colors in your palette do not exceed 300 in total ink density (sum of CMYK values).

Generating PDFs
• When using InDesign or Illustrator, export PDF files directly from the application.
• When using Quark, write a postscript file and distill it using Adobe Acrobat Distiller.
• If your PDF-creation software provides control over formatting options, follow these guidelines:
  – Set registration marks (and bleed amounts, if necessary) for full-page ads.
  – Embed high-resolution images and fonts (do not subset fonts).
  – Set file resolution to 2400 dpi, and do not downsample images lower than 300 dpi.
  – Set “color management option” to “off” or “leave unchanged.”
  – Use compatibility setting “Adobe 4.0 (PDF 1.3).”
  – Do not crop in Acrobat. The crop function alters page formatting and creates problems if the file is intended for high-quality printing.
  – When creating fractional ads, set your document size equal to or a bit larger than the specified ad dimensions.

PDF File Preflight
• We recommend performing a preflight on your files. Acrobat Professional 6, 7, 8, 9, and X have a built-in Preflight function to check for missing fonts, low-resolution images, file corruption, and so on. There are also utilities available (such as Apago PDF/X) that will check PDF files.
• Visually check your final PDF. Be sure to open your final PDF and check it for quality problems and missing elements. When viewing PDF files in Acrobat 6, 7, 8, 9, or X, turn on “Overprint Preview” under the “Advanced” menu.

Media and Disposal of Materials
Digital files may be provided via e-mail or CD-ROM. Please label media with JOSPT, issue date, and advertiser name. Include a laser copy of the media directory with all contents. Note the contact person and phone number.

ONLINE SPECIFICATIONS
• JOSPT accepts either static images or Flash files.
• Files may be provided either as GIFs or JPEGs.
• Flash files should include the original SWF file. We reserve the right to limit file size, if necessary.
• Web advertisements are labeled “Advertisement,” must conform to the standards of JOSPT.org, and are subject to approval by the publisher.
• Advertisements must open in an additional window and may not prevent the viewer from returning to JOSPT’s website.

FULL Page
8 x 10.5” Live Area
8.25 x 10.75” Bleed

HALF Page—Vertical
4 x 10.5” Live Area
4.25 x 10.75” Bleed

QUARTER Page
3.5 x 4.75” Live Area
No Bleed

HALF Page—Horizontal
8 x 5.25” Live Area
8.25 x 5.5” Bleed
Advertising Policies

1. All advertisements are subject to approval of the Journal of Orthopaedic & Sports Physical Therapy®, Inc. JOSPT® reserves the right to reject or cancel any ad at any time.

2. All advertisements are accepted and published by publisher on the warranty of the agency and advertiser that both are authorized to publish the entire contents and subject matter of the advertisement.

3. In consideration of publication of an advertisement, the advertiser and the agency, jointly and severally, agree to indemnify and hold harmless publisher, 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 privacy, copyright infringement, or plagiarism.

4. Publisher will not be liable for any failure to publish any advertisement accepted by publisher; however, publisher shall use reasonable efforts to place such advertisement in subsequent available space.

5. All advertisements must clearly and prominently identify the advertiser by trademark or signature.

6. With the exception of occasional special sponsorships, advertising precedes and follows the editorial section in print and is clearly identified as advertising on JOSPT.org. In addition, online advertisements must open in a new window and may not prevent the viewer from returning to JOSPT’s website.

7. Any references to publisher or its products or services in advertisements, promotional material, or merchandising by the advertiser or agency is subject to publisher’s written approval for such use.

8. Publisher is not responsible for incidental or consequential damage for errors in displaying or printing an ad.

9. Publisher may change the terms set forth here at any time, provided that no such change applies to ads whose closing date precedes the announcement of the change.

10. Publisher will not be bound by any condition, printed or otherwise, appearing on any insertion order or copy instructions when such conditions conflict with the conditions set forth in the rates provided here.

11. In the event of nonpayment, publisher reserves the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are past due and payable to publisher.

12. All advertisements must be clearly germane to the practice of musculoskeletal rehabilitation and movement.

13. Advertiser represents and warrants that all advertisements and products they advertise are compliant with all applicable laws, rules, and regulations in the countries where the advertisement will be seen.

14. Recruitment Ads: All advertisements for employment must be nondiscriminatory and comply with all applicable laws and regulations. Ads that discriminate against applicants based on sex, age, race, religion, marital status, or physical handicap will not be accepted. Non-US recruitment advertisers are required to confirm in writing that they are equal-opportunity employers.

15. Online Ads on JOSPT.org: Any use of JOSPT trademarks or copyrighted material for links to and from publisher’s website must be approved in advance by publisher. Any unauthorized linking is prohibited. Publisher does not endorse or support any product or organization linked to its website, nor is publisher responsible for the content of any website promoted in an ad published in JOSPT.

16. Online Cancellation Policies: Advertiser may cancel the entire Insertion Order, or any portion thereof, as follows:
   • Run-of-site banner programs: On written notice to publisher given 21 or more days before the start date. With cancellations inside 21 days of the start date, advertiser will be responsible for 50% of the Insertion Order amount that was reserved for delivery.
   • Flat fee-based or fixed placement programs (including, but not limited to, JOSPT e-table of contents and other sponsorships): On written notice to publisher given 30 or more days before the start date. With cancellations inside 30 days of the start date, advertiser will be responsible for 50% of the Insertion Order amount that was reserved for delivery.
Repeat Advertisers

Every company or organization and every marketing challenge is unique. But lessons can be learned from the experiences of others. JOSPT’s staff can bring those lessons to bear in helping you create an integrated marketing campaign with JOSPT.

INTEGRATED MARKETING CAMPAIGN: PERFORMANCE HEALTH

- Print: Full-page, 4-color, 12 times
- Online: Leaderboard, 5 months; Mobile, 3 rotating ads, 3 months; e-TOC sponsorship, 1 month

PRINT CAMPAIGN: WEBPT

- Full-page, 4-color, 6 times per year

PRINT AND WEBSITE CAMPAIGN: KINETACORE

- Print: Full-page, 4-color, 12 times per year
- Online: Leaderboard, 9 months

PRINT CAMPAIGN: IBRAMED

- Full-page, 4-color, 6 times per year
INFORMATION & RESOURCES
For more information and reservations, contact:

TONY CALAMARO
Advertising Director
Phone: 610-449-3490 (direct) or 1-877-766-3450 (JOSPT office)
E-mail: tonycalamaro@jospt.org

EDITH HOLMES
Executive Director/Publisher
Phone: 571-970-1148 (direct) or 1-877-766-3450 (toll-free)
E-mail: edithholmes@jospt.org

JOSPT OFFICE
1033 N Fairfax St, Ste 304
Alexandria, VA 22314-1540
703-891-9065 (fax)

JOSPT ADVERTISER CENTER
http://www.jospt.org/page/advertisers