

# Journal of the Southern Orthopaedic Association

The Official Journal of the Southern Orthopaedic Association

## MISSION

The Southern Orthopaedic Association's (SOA) mission is to develop and foster scientific medicine in the specialty of orthopaedic and trauma surgery. JSOA reaches more than 7,100 specialists in the field of orthopaedics.

These are the doctors you will want to reach with your advertising dollars. You can boost your sales to this elite group of practitioners through regular exposure of your company and its products.

## REPRODUCTION REQUIREMENTS

Halftone Screen: 150 line screen. Web offset negatives on .004" stable base material, marked for color, with register marks, center marks and trim marks clearly indicated. Negatives: right reading with emulsion side down. Mechanicals or camera ready copy are accepted for b & w advertisements. Identification proof must accompany each order. All color ads require color proofs, match print, cromalin, or tear sheet.

## Electronic Media Preferred.

## GENERAL ADVERTISING RATES: Black and white rates

Frequency	Full Page	Half Page	Quarter Page
1 Time	\$790	\$515	\$300
4 Times	\$750	\$490	\$285

## ADVERTISING RATE CARD • 2003 • RATE CARD #3

NUMBER	1	2	3	4
ISSUE	Spring	Summer	Fall	Winter
SPACE RESERVATION	3/21/03	5/19/03	7/17/03	10/9/03
AD MATERIAL	3/28/03	5/26/03	7/24/03	10/16/03

## AD SIZES:

LAYOUT	Non-Bleed Sizes		Bleed Sizes	
	Width	Height	Width	Height
Full Page	7"	10"	8 5/8"	11 1/8"
1/2 Pg Horiz	7"	5"	8 5/8"	5 1/2"
1/2 Pg Vert	3 1/2"	10"	4 1/4"	11 1/8"
1/4 Page	3 1/2"	5"	—	—

**AD TRIM SIZES:** Journal trims 3/16" off top, 1/8" off bottom and outside edge. Final trim size of publication is 8-3/8" x 10-7/8". Live matter should be kept to a minimum of 1/2" inside trimmed edges, and a minimum of 1/2" should be allowed for the bind.

## COLOR RATES:

Add to earned B&W Rate	
Black and One-Process Color	\$375
Four-Color	\$695

## EXTRA CHARGES:

B&W Composition Charges	
SIZE	COST
1 Page	\$210
1/2 Page	\$160
1/4 Page	\$125

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# SUBMITTING DIGITAL ADVERTISING

## SUPPORTED FILE FORMATS

PDF, EPS, or TIF

High resolution PDF is the preferred file format for advertising submission; however, EPS and TIF files are also accepted.

## REQUIREMENTS

! Ad must be complete and sized at 100%. Unnecessary elements (nonprinting elements) must be removed from file.

! Document size needs to include necessary bleeds; minimum bleed allowance=1/8" each side.

! All fonts and graphics must be embedded. [All fonts must be embedded PostScript Type 1 (Mac/PC). All images should be either TIFF or EPS.]

! Ad must be saved as high resolution for print publication.

! Color ads should be submitted as composite whenever possible.

## GUIDELINES

1. Acceptable Platforms: Macintosh or Windows

2. Acceptable Formats: PDF (preferred), EPS, or TIFF

3. Proof: Digital SWOP approved proofs for all ads must be provided. Recommended Digital SWOP Proofs include:

AGFA Pressmatch Aqueous Negative  
AGFA Pressmatch Dry Negative  
DuPont Digital Waterproof AX4, DuPont Waterproof  
FUJI Color-Art System CR-T4 SWOP  
FUJI Luxel FinalProof 5600  
Imation Matchprint SWOP Lo-Grain Positive Proofing System  
Imation Matchprint Laserproof  
Imation Rainbow 4700  
Iris Pro SWOP  
Kodak Approval Digital Color Proofing  
Polaroid Polarproof Digital Halftone Proofing

For additional information on SWOP requirements, visit [www.SWOP.org](http://www.SWOP.org).

4. Page Size/Bleeds: Build pages to trim size of publication. Extend bleeds 1/8" beyond trim.

5. Color: Send all files in CMYK mode unless a spot color is specified. Convert all RGB color to CMYK. Please indicate any spot Pantone colors that are used. Identify spot/custom colors as ASPOT® or APROCESS® depending on desired result. Four-color solids should not exceed SWOP density of 280%, maximum of 300%.

6. Embedded Fonts: All EPS and PDF files must have embedded fonts. Only Type 1 PostScript fonts are supported; please do not use Multiple Master fonts. If using Multiple Master fonts is necessary, convert these fonts to outlines before sending the advertisement. Include all fonts used in any graphics. DO NOT stylize fonts. Avoid TrueType fonts such as Mac system fonts (Chicago, Geneva, etc.) or Windows system fonts (Verdana,Tahoma, Impact, Etc.). When using Freehand or Illustrator, convert all fonts to outlines or paths.

7. Embedded Images: Include all graphic images (i.e. logos, digital artwork). Submit all elements at 100%. Avoid rotation and cropping of images in layout programs. Line art should be 1pt or heavier. If trapping is applied, we recommend at least default of .25pt. DO NOT nest EPS files into other EPS files. Minimum resolution required is: 300 dpi for full color artwork or grayscale and at least 1,200 dpi for bitmap (B&W/line art). (See below for mor information on Resolution.) Images and logos from websites are NOT usable for print ads.

8. Resolution:

1200 DPI/PPI for monochrome (Black and white images)

300 DPI/PPI for halftones (CMYK or Grayscale). This applies to pictures only; this does not apply if the picture contains text labeling or thin lines.

600 DPI/PPI for combination halftones. This applies to images containing both pictures and text labeling and/or thin lines.

9. Contact Information: On all files, please include all available information: Vendor name, contact and phone number; issue date and publication name; return address (for return of materials); list of contents; contact person; directory listing of supplied media contents, number and file type/format. For electronic transfers include path location and filenames.

## CREATING PDF FILES

PDF files should be created using Adobe Distiller 4.05 or newer. Creating PDF files from Adobe PDFWriter and saving files from Mac OSX and Adobe InDesign are NOT currently recommended. The recommended process is to save the file as Postscript using the DDAP PPD, then distill it to a PDF file using the specified Distiller Job Options.

To create a PostScript file from your application file, you will need

1. Adobe PostScript Printer Driver (See <http://www.adobe.com/products/printerdrivers> to download the latest PostScript drivers.)
2. DDAP PPD (Go to <http://www.ddap.org/tools/univppd/index.html>. See sections AClick to get the DDAP PPD@ and AInstructions for using the DDAP PPD@.)

To convert your PostScript file to a PDF file, you will need:

1. Adobe Distiller 4.05 (or newer) Software
2. Distiller Job Options (Go to <http://www.ddap.org/tools/univppd/index.html>. See either AACrobat Distiller 4 Setting@ or AACrobat Distiller 5 Setting@.)