

Foot & Ankle International

Official Journal of the American Orthopaedic Foot and Ankle Society

2012 ADVERTISING RATE CARD

Rate Card #25

CLOSING DATES FOR SPACE

Cancellations cannot be accepted later than one week after space reservation date. Publication sets copy one week before closing date for space.

MONTH	January	February	March	April	May	June	July	August	September	October	November	December
PACE RESERVATION	12/1/11	12/28/11	1/31/11	2/28/11	3/27/12	5/1/12	5/29/12	6/25/12	7/31/12	8/28/12	10/2/12	10/29/12
AD MATERIAL	12/8/11	1/4/12	2/7/12	3/6/12	4/3/12	5/8/12	6/5/12	7/2/12	8/7/12	9/4/12	10/9/11	11/5/12

MARKET SHARE

Foot & Ankle International (FAI) is a monthly medical journal that emphasizes surgical and medical management, as well as basic clinical research related to foot and ankle problems. In circulation since 1980, *FAI* reaches more than 3,200 highly-trained orthopaedic foot and ankle specialists and allied health care providers. The majority of this group—more than 91%—are paid subscribers who rely on *FAI* as a major source of information to keep themselves up to date in their field of expertise.

REPRODUCTION REQUIREMENTS

PDF files are strongly encouraged. PDFs should be high-resolution images (300 dpi or higher), CMYK, and/or grayscale colors. Inventory proof must accompany your file.

GENERAL ADVERTISING RATES: Black and white rates

Frequency	Full Page	Half Page	Quarter Page
1 Time	\$1200	\$830	\$550
3 Times	\$1130	\$770	\$500
6 Times	\$1070	\$730	\$470
12 Times	\$1020	\$690	\$440

AD SIZES

	Final Trim Size		Supplied Ad Size (with bleed)	
	Width	Height	Width	Height
Full Page	8-1/8"	10-7/8"	8-3/8"	11-1/8"
Half Pg Horizontal	8-1/8"	5-1/2"	8-3/8"	5-5/8"
Half Pg Vertical	4"	10-7/8"	4-1/8"	11-1/8"
Quarter Page	3-1/2"	5"	—	—

AD TRIM SIZES

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

COLOR RATES

Black and One Process Color: Earned B&W Rate plus \$1,200
Four Color Process: Earned B&W Rate plus \$1,400
Matched (PMS Specific Number): Earned Color Rate plus \$600 per page or fraction

EXTRA CHARGES:

B&W Composition Charges	
Full Page	\$210
Half Page	\$160
Quarter Page	\$125



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