



## British Volume

# CIRCULATION 16,646

*This volume will be circulated to 3,000 U.S. residents in 2009.*

**NO PRICE  
INCREASE  
FOR 2010!**

### Advertising rates 2010

All rates listed are gross. Combined frequency rates apply for both American and British Volumes.

Frequency	Full page	Half page	Quarter page
1x	\$2,870	\$1,755	\$890
3x	\$2,840	\$1,700	\$850
6x	\$2,770	\$1,665	\$815
9x	\$2,730	\$1,630	\$785
12x	\$2,610	\$1,490	\$775
18x	\$2,555	\$1,465	\$750
24x	\$2,520		
36x	\$2,500		
48x	\$2,165		
60x	\$2,145		

### Color Rates per page

2-color (process only)	\$670
4-color (process only)	\$2,000

### Online Advertising

Banner (468 x 60)	\$75.00 cpm gross
Tower (120 x 600)	\$85.00 cpm gross

### Print and Online Combination Rates

Contact a salesperson for details: 781.449.9780

### Closing Dates

Insertion orders are due by the 4th and material files are due by the 7th of the previous month, i.e., Dec. 4 and 7 for January's issue.

Sept. issue=Bonus distribution at BOA Meeting.

## Print

### Digital Specs

Ideally we prefer digital data in PDF format.

The British Volume is published from digital files. Please contact us and we will supply you with specific requirements for your data presentation in QuarkXpress/PDF format. Digital files should be accompanied by a matchprint (i.e., Fuji, Kodak, 3M). No color match will be guaranteed from a laser or inkjet type of proof.

- Crop marks must be contained within files.
- Send color proof along with files.
- We do not accept RGB files.
- If supplying fonts, make sure you include both screen and printer fonts, and be aware that we need any fonts used within embedded EPS files.
- Ensure that graphics are correctly embedded within any EPS files used; also include all source files.
- Logos and photo scans must be in TIFF or EPS format.
- Desktop software formats that we accept are Photoshop, Illustrator, QuarkXpress, PageMaker and FreeHand.

All digital files and color proofs should be sent direct to our European sales representative, Admedica.

Admedica

Attention: Pam Noble  
Stevenson, Haddington  
East Lothian EH41 4PU  
United Kingdom

Tel: +44.162.082.3383 Fax: +44.162.082.3325

### Bound Inserts

- Stock: 90–130gsm  
Allow 3mm all around for binding and trimming

### Mechanical Requirements

Print size (width x height)

#### Full Page

- No bleed: 178mm x 254mm (7" x 10")  
Bleed: 219mm x 281mm (8 $\frac{9}{16}$ " x 11 $\frac{1}{8}$ "")  
Trim size: 213mm x 275mm (8 $\frac{3}{16}$ " x 10 $\frac{7}{8}$ "")

#### Spread

- 432mm x 281mm (16 $\frac{7}{8}$ " x 11 $\frac{1}{8}$ "")  
will trim to 426mm x 275mm (16 $\frac{5}{8}$ " x 10 $\frac{7}{8}$ "")

#### Half Page

- Horizontal: 178mm x 124mm (7" x 4 $\frac{7}{8}$ "")  
Vertical: 86mm x 254mm (3 $\frac{3}{8}$ " x 10")

#### Quarter Page

- 86mm x 124mm (3 $\frac{3}{8}$ " x 4 $\frac{7}{8}$ "")

## Online

### Online Banner Specifications

<b>Size</b>	468 pixels wide by 60 pixels high
<b>File Format</b>	Interlaced, non-transparent, .gif, .jpg or .png files
<b>File Size</b>	20k maximum (ideally, less than 10k)
<b>Bit Depth</b>	5-bit colour maximum
<b>ALT Text</b>	A short 5-10 word description of the ad for people who have image loading turned off or are using a browser that doesn't display images

*Note on animated gifs: They must not loop at all. They must play one time and then stop. (Some browsers do not recognize 'loop N times' and they loop forever.) Keep in mind that for browsers that do not support animated gifs, only the first or last frame will be displayed (depends on the browser).*

### Tower Specifications

<b>Size</b>	120 pixels wide by 600 pixels high
	Other specifications—see above



# Contact information

## American Volume

### Advertising Office

20 Pickering Street  
Needham, MA 02492  
781.449.9780  
Fax: 781.449.3485

Amber Howard x1233  
Advertising Director  
howarda@jbjs.org

Sue O'Hagan x1229  
Advertising Sales Executive  
ohagans@jbjs.org

Beverly Ouannass x1234  
Advertising/Production Manager  
ouannass@jbjs.org

Terry Paolino x1239  
Advertising/Production Coordinator  
paolinot@jbjs.org

### Classified Advertising

[www.jbjsjobs.org](http://www.jbjsjobs.org)

### Pharmaceutical Advertising Representative

James T. Brady, Inc.  
259 Mineola Boulevard  
Mineola, NY 11501  
516.742.7960  
Fax: 516.742.7908  
jtbrady1@verizon.net

### Midwest Advertising Representatives

Jeffrey Dembski  
95 Revere Drive, Suite H  
Northbrook, IL 60062  
847.498.4520 x3005  
Cell: 847.910.8084  
Fax: 847.498.5911  
dembskij@jbjs.org

Steve Loerch  
95 Revere Drive, Suite H  
Northbrook, IL 60062  
847.498.4520 x3006  
Cell: 847.778.0748  
Fax: 847.498.5911  
loerchs@jbjs.org

## British Volume

Please contact the *JBJS* American office with all questions. All digital files and color proofs for the British Volume should be sent directly to our European sales representative, Admedica. An additional copy of the ad proof should be sent along with an insertion order request to the *JBJS* American office.

### Admedica

Pam Noble  
Stevenson, Haddington  
East Lothian EH41 4PU  
United Kingdom  
Tel: +44.162.082.3383  
Fax: +44.162.082.3325  
pnoble@admedica.co.uk

Please label digital data/insertion orders with the following information:

- Mark with issue date
- Mark with headline
- Mark with code, if applicable

If you should have any questions, please feel free to contact Beverly Ouannass, Advertising/Production Manager, at 781.449.9780 x1234 or [ouannass@jbjs.org](mailto:ouannass@jbjs.org).

## Acceptance

*All advertising is subject to the approval of the Advertising Committee. Copy is accepted on the basis of the apparent quality and usefulness of the product and the manner of its presentation. The publisher reserves the right to reject or discontinue any advertising. Proprietary names of pharmaceutical products must be accompanied by the chemical, generic or official names. Documentation may be requested but not as a routine. Time for clearance is about one week. Acceptance does not imply endorsement. As of January 1, 1985, if FDA approval is required for a product and has not been obtained, the advertisement must carry a clear statement to this effect.*