



## ***IN~STRIDE***

Official newsletter of the AOFAS®

### **Advertising Rate Card – 2016**

**About the AOFAS:** Founded in 1969, the AOFAS is an organization of approximately 2,200 orthopaedic surgeons from the US and abroad who specialize in the medical and surgical treatment of injuries, diseases, and other conditions of the foot and ankle. The AOFAS promotes quality, ethical and cost-effective patient care through education, research and training of orthopaedic surgeons and other health care providers.

**About *In~Stride*:** This publication is designed to provide the most current Society news and information to the AOFAS membership and related association professionals on topics focusing on education, research and humanitarian service as well as upcoming opportunities such as grants and awards. News of the subspecialty is often covered.

***In~Stride* Circulation – 2,500:** Issues are mailed quarterly with bonus on-site distribution at the AOFAS Specialty Day meeting and the AOFAS Annual Meeting, and are posted for the public on the AOFAS website. As of October 2015, the AOFAS membership breaks out as follows:

- **US and Canada: 1,658**
- **Outside the US and Canada: 529**

**Advertising Opportunities:** Ad space is available on a first-come, first-served basis. Ads are subject to approval by the AOFAS and will be placed at the discretion of the AOFAS. Color advertising rates apply to black & white art.

<u>Ad Options</u>	<u>Dimensions*</u> Width x Height	<u>Color Advertising Rates**</u>	
		<u>One Time</u>	<u>Two or More Same Year</u>
Half Page Horizontal	7.5" x 5"	\$1,250	\$1,200
Third Page Vertical	2.375" x 9.5"	\$ 750	\$ 700
Junior Page Vertical	2.375" x 5"	\$ 450	\$ 425
Annual Meeting Product Showcase (Spring issue; 1 space for up to 9 exhibitors)	2.25" x 2.5"	\$ 400	
<b>NEW! Envelope Outsert</b> (Finished pieces with 5% overrun required)	Up to 8.5" x 11" (max.)		
1 page, double sided		\$5,000	\$4,500
2 page, double sided		\$6,000	\$5,400

\* Ads should be designed with no bleed

\*\* AOFAS members receive a \$50 discount on published ad rates

<u>Issue</u>	<u>Ad Close</u>	<u>Materials Due</u>	<u>Mailing Schedule</u>
Winter	January 4	January 15	February/March (bonus distribution at Specialty Day)
Spring	March 25	April 8	May/June (bonus distribution at Annual Meeting)
Summer	July 15	July 29	August/September
Fall	September 30	October 14	November/December

**Reserve your ad space now!**

Indicate commitment via email to Jennifer Hicks at [JHicks@aofas.org](mailto:JHicks@aofas.org)