AMERICAN ORTHOPAEDIC
FOOT & ANKLE SOCIETY

RECONSTRUCTION • SPORTS MEDICINE • TRAUMA • TECHNOLOGY

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IN~STRIDE

Official newsletter of the AOFAS

Advertising Rate Card – 2017

About the American Orthopaedic Foot & Ankle Society: 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 healthcare providers.

About *In~Stride*: This publication provides Society news and information to the AOFAS membership and related professionals in the areas of education, research, and humanitarian service. Upcoming opportunities for members and regulatory issues affecting the specialty are covered as well.

***In~Stride* Circulation:** Issues are mailed quarterly to AOFAS members and select nonmembers, with bonus onsite 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 2016, *In~Stride* circulation breaks out as follows:

- **US: 1,676**
- **Outside the US: 555**

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.

Ad Options	Dimensions* Width x Height	Color Advertising Rates** One Time	Two or More Same Year
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 each for up to 9 exhibitors)	2.25" x 2.5"	$ 350	
NEW! Envelope Outsert (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**

Issue	Ad Close	Materials Due	Mailing Schedule
Winter	January 4	January 18	February/March (bonus distribution at Specialty Day)
Spring	April 12	April 26	May/June (bonus distribution at Annual Meeting)
Summer	July 17	July 26	August/September
Fall	October 4	October 18	November/December

Reserve your ad space now!

Contact Jessica Dornfeld at JDornfeld@aofas.org