ADVERTISING RATES & SPECIFICATIONS - 2027



EDITOR: Brett D. Owens, MD, Providence, Rhode Island, USA

DESCRIPTION: The American Journal of Sports Medicine (AJSM), founded in 1972, is the official publication of the American Orthopaedic Society for Sports Medicine (AOSSM). It contains original articles that have undergone peer review. AOSSM is a national organization of orthopaedic surgeons specializing in sports medicine, including national and international sports medicine leaders. It strives to improve the identification, prevention, treatment, and rehabilitation of sports injuries.

AFFILIATIONS: American Orthopaedic Society for Sports Medicine (AOSSM)

READERSHIP PROFILE: Members of AOSSM, which includes sports medicine specialists, clinicians, family physicians, emergency physicians, pediatricians, athletic trainers, and physical therapists, among others.

IMPACT FACTOR: 5.4

RANKING: Sport Sciences 9 out of 136 Orthopedics 8 out of 147

FREQUENCY: 14

CIRCULATION: 5,393

AVERAGE MONTHLY IMPRESSIONS: 347,354

AVERAGE MONTHLY PAGEVIEWS: 64,558

PRINT ADVERTISING

FULL COLOR RATES	1 INSERTION	3 INSERTIONS	6 INSERTIONS	12 INSERTIONS	24 INSERTIONS	36 INSERTIONS	48 INSERTIONS
• FULL PAGE*	$5,769	$5,633	$5,159	$5,002	$4,699	$4,646	$4,514
• HALF PAGE	$5,016	$4,952	$4,568	$4,441	$4,192	$4,147	$3,930
• QUARTER PAGE	$3,802	$3,764	$3,545	$3,457	$3,310	$3,432	$3,284

SPECIAL POSITION PREMIUMS

- Inside front cover Earned rate + 35%
- Inside back cover Earned rate + 25%
- Back cover Earned rate + 35%
- Facing table of contents Earned rate + 30%
- Facing first text page Earned rate + 25%
- Other specified positions Earned rate + 15%

Rates based on total units earned during a 12-month period. Space purchased by a parent company and subsidiaries may be combined for an earned rate. Post-publication rate changes will not be accepted. Changes in frequency must be applied to future insertions.

AGENCY COMMISSION: 15%

PAYMENT TERMS: Terms for invoices are net 30. Publisher reserves the right to withhold advertising from delinquent advertisers.

HIGH IMPACT advertising opportunities, including cover tips, inserts and outserts, are available. Contact your sales representative for pricing.

SCHEDULE

CLOSING DATES

ISSUE MONTH	SPACE RESERVATIONS	MATERIALS CLOSING	INSERTS DUE
JANUARY	16 NOVEMBER 2026	19 NOVEMBER 2026	4 DECEMBER 2026
FEBRUARY	5 JANUARY 2027	11 JANUARY 2027	25 JANUARY 2027
MARCH	28 JANUARY 2027	1 FEBRUARY 2027	16 FEBRUARY 2027
MARCH	8 FEBRUARY 2027	10 FEBRUARY 2027	25 FEBRUARY 2027
APRIL	4 MARCH 2027	8 MARCH 2027	23 MARCH 2027
MAY	5 APRIL 2027	7 APRIL 2027	22 APRIL 2027
JUNE	3 MAY 2027	6 MAY 2027	21 MAY 2027
JULY	27 MAY 2027	1 JUNE 2027	15 JUNE 2027
JULY	14 JUNE 2027	16 JUNE 2027	1 JULY 2027
AUGUST	6 JULY 2027	7 JULY 2027	22 JULY 2027
SEPTEMBER	5 AUGUST 2027	9 AUGUST 2027	24 AUGUST 2027
OCTOBER	2 SEPTEMBER 2027	7 SEPTEMBER 2027	21 SEPTEMBER 2027
NOVEMBER	7 OCTOBER 2027	11 OCTOBER 2027	26 OCTOBER 2027
DECEMBER	4 NOVEMBER 2027	8 NOVEMBER 2027	23 NOVEMBER 2027

PRINT MECHANICAL REQUIREMENTS

SIZE	NON-BLEED (W x H)	BLEED (W x H)
• FULL PAGE	7.625" X 10.375"	8.375" X 11.125"
• HALF PAGE VERTICAL	3.5" X 10.375"	N/A
• HALF PAGE HORIZONTAL	7.5" X 5"	N/A
• QUARTER PAGE VERTICAL	3.5" X 5"	N/A

- **TRIM SIZE:** 8.125" X 10.875"
- **BINDING:** Perfect Bound
  - All advertising is subject to AOSSM approval
  - Ad dimensions are listed in inches
  - All live copy should be no closer than 1/4" from trim
  - For ads that are intended to run off the page, a 1/8" minimum bleed is required on all sides
  - All color files must be created and submitted to publisher in CMYK color mode. **Black & white** ads must be designed and output files in 1-color black only. Publisher will convert files supplied in color (rich black, CMYK, RGB) but is not responsible for color reproduction on these ads.

- **PRE-PRINTED INSERTS**

List journal name, issue # and quantity on boxes/skid

SHIP TO:

Mary Heiliger, CSR
Sheridan Press
450 Fame Avenue
Hanover, PA 17331 USA
Phone: 800-635-7181 x 81453

- **BANNER ADVERTISING REQUIREMENTS**
  - Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
  - Maximum size of banners: 100KB
  - Geo-targeting is available (higher CPMs apply).
  - Third party ad tags accepted.
  - Video is accepted (higher CPMs may apply).

- **ARTWORK DELIVERY**

Email: advertising@sagepub.com

- **A high-resolution press-ready PDF is required for all electronic ad submissions.**
- **All fonts must be embedded.**
- **Minimum required image resolution is 300 dpi for color or grayscale images and 900-1200 dpi for line art (1-bit) images.**

BANNER ADVERTISING • www.journals.sagepub.com/home/ajs

STANDARD Minimum of 10,000 impressions per month	**CPM/Cost Per Thousand**
STANDARD BANNERS	**$105**
GEOTARGETED BANNERS	**$110**
EXPANDABLE	**$130**
STICKY BANNERS	**$140**
PERSISTENT FOOTER	**$140**

BANNER ADVERTISING REQUIREMENTS

- Standard banner positions include:
  728 x 90 px; 160 x 600 px; 300 x 250 px; 300 x 600 px
- Acceptable file formats: GIF, Animated GIF, JPG, PNG, SWF
- Maximum size of banners: 100KB
- Third party ad tags accepted.
- Video is accepted (higher CPMs may apply).
- **ARTWORK DELIVERY**
  Email: advertising@sagepub.com

All prices are gross CPM unless otherwise noted. Minimums may apply.
Monthly Sponsorships Available. Contact Your Sales Representative For Pricing.

HIGH IMPACT ADVERTISING

INTERSTITIAL BANNERS	300 X 250 px - 700 X 700 px	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
eARTICLE ADVERTISING		
DYNAMIC SUPER LEADERBOARD	Recommended size is 1237 x 250. Smaller banner sizes can be accepted but will not display optimally.	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
FULL PAGE PDF	1237 X 1631 px	**MONTHLY SPONSORSHIP CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

CHANNEL BUYS

Boost your reach with a Channel Buy. Your banner ad rotates across various journal websites within the **Orthopaedics channel,** maximizing exposure to your targeted audience. Take advantage of discounted CPMs for a high-volume purchase.

eBLASTS

Email Alerts	728 X 90 px	**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**
Sponsored Emails	Custom HTML	**CONTACT YOUR SALES REPRESENTATIVE FOR PRICING**

CONTEXTUAL ADVERTISING

Deliver ads to the most relevant audience using advanced AI and keyword targeting, ensuring seamless placement on pages that match your chosen keywords. Contact your sales representative for pricing.

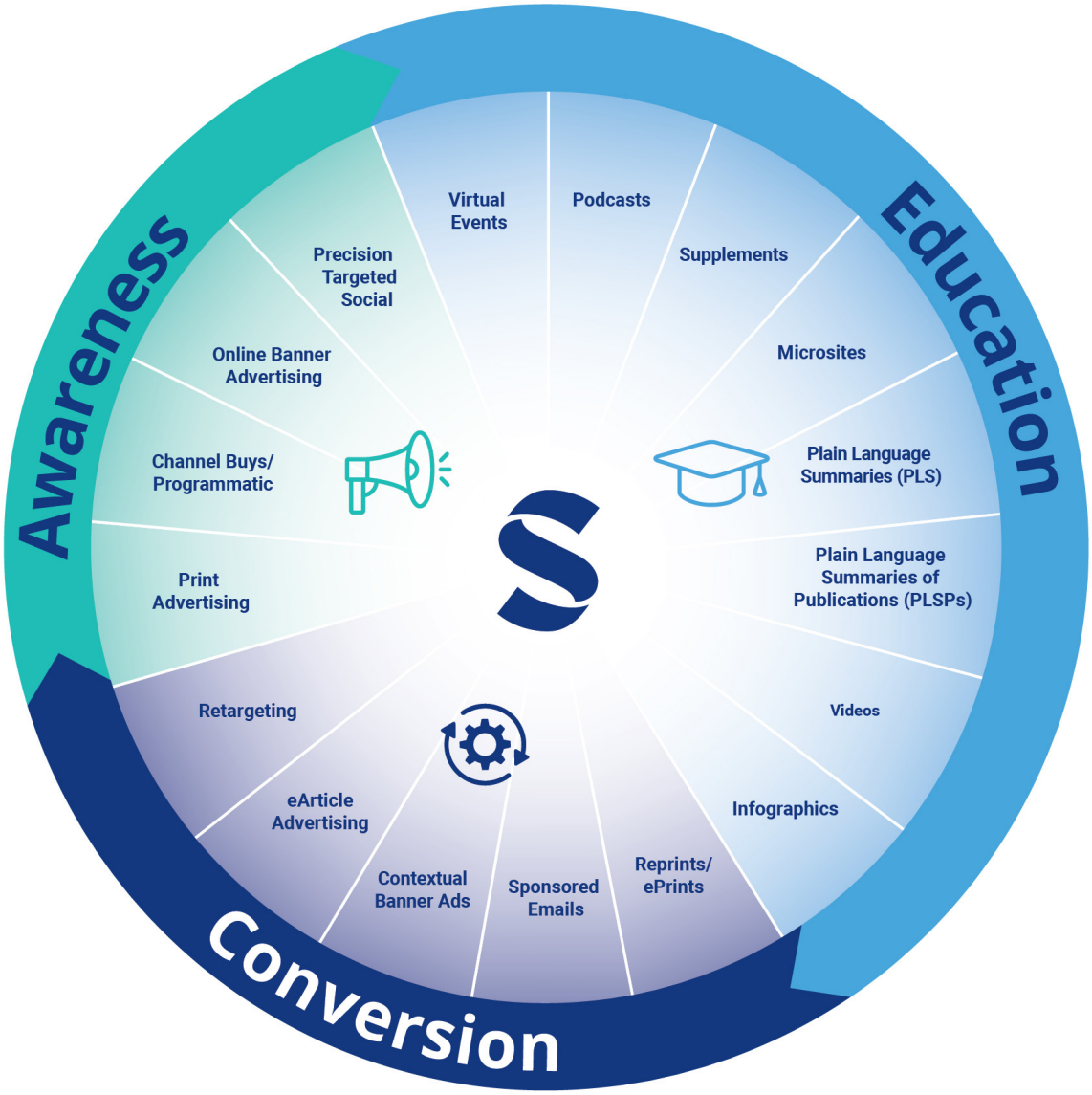
WEBINARS

Engage and convert qualified audiences through custom educational webinars, delivering expert-led content and interactive experiences that inspire action and generate valuable leads.

EBOOKS

Reach and educate your target audience with custom eBooks, delivering insightful content that highlights your expertise, strengthens brand awareness, and drives lead generation.

MULTICHANNEL MARKETING SOLUTIONS FROM SAGE



CONTACTS



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