1 ISSUANCE
   a. Frequency: 4 Times/Year
   b. Issue Date: March, June, September, November
   c. Mailing Date: 1st week of publication month

2 ESTABLISHED
   2017

3 U.S. SUBSCRIPTION RATES
   a. Individuals (P+E): $79.00
   b. Institutions (P+E): $442.00
   c. Residents: $59

4 EDITORIAL CONTENT
   Journal of Hip Surgery publishes articles related to the field of surgery of the hip in all of its forms including, but not limited to, trauma, reconstruction, and sports-related topics.

5 REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING
   All new advertising must be approved. Please send duplicate proofs to publisher.

6 POLICY ON PLACEMENT OF ADVERTISING
   Advertising precedes and follows editorial section.

7 EDITORIAL-ADVERTISING RATIO
   90% editorial - 10% advertising.

8 SERVICES TO ADVERTISERS
   Bulk journal purchases and supplements are available. Contact Reprints@Thieme.com for Editorial reprints.

9 STAFF
   Publisher
   Thieme
   333 Seventh Avenue
   New York, NY 10001
   (212) 760-0888

   Editors-in-Chief
   Steven F. Harwin, MD, FACS
   Chief of Adult Reconstruction and Total Joint Replacement
   Professor of Orthopaedic Surgery
   Icahn School of Medicine at Mount Sinai
   New York, NY
   hipkneedoc@gmail.com

   Wael K. Barsoum, MD
   President, Cleveland Clinic Florida
   Department of Orthopaedic Surgery
   2950 Cleveland Clinic Blvd.
   Weston, FL 33331
   BARSOUW@ccf.org

   Production Manager: Ananya Das
   Advertising: Rich Devanna
   Cunningham Associates
   180 Old Tappan Road
   Old Tappan, NJ 07675
   Tel: 201-767-4170
   Rdevanna@cunnasso.com

10 CIRCULATION: New for 2017

11 CIRCULATION VERIFICATION
   Publisher’s sworn statement.

12 COVERAGE AND MARKET
   b. Market Served: Arthroscopy, Arthroplasty, Sports Medicine, Imaging, and Reconstructive Surgery

13 CLOSING DATES
   a. Insertion Orders: Due 45 days prior to month of publication.
   b. Film, Mechanicals, Inserts: Due 45 days prior to month of publication.
   c. Publisher’s Set Copy: Due 2 months prior to month of publication, billed at cost.
d. Cancellations: Are not accepted after closing date.

e. Extensions: Please contact advertising representative.

14 BLACK AND WHITE RATES

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>4X</th>
<th>8X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Page</td>
<td>$1,291</td>
<td>$1,133</td>
<td>$1,082</td>
<td>$1,026</td>
</tr>
<tr>
<td>½ Page</td>
<td>$908</td>
<td>$776</td>
<td>$740</td>
<td>$740</td>
</tr>
<tr>
<td>¼ Page</td>
<td>$689</td>
<td>$572</td>
<td>$516</td>
<td>$480</td>
</tr>
</tbody>
</table>

15 EARNED RATES

Based on number of insertions per calendar year. Space purchased by parent companies and subsidiaries is combined for accounting of earned rate.

16 COLOR RATES are in addition to B/W rates

a. Standard Color Rate: $640 per full or fractional page.
b. Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
c. Matched Color: $765 per full or fractional page.
d. 4-Color Rate: $1,375 per full or fractional page.

17 BLEED

No charge.

18 INSERTS

a. Two Page Insert (One Leaf): 3 times earned black and white rate.
b. Four Page Insert: 5 times earned black and white rate.
c. All inserts must be submitted to publisher for approval of stock and design, and other mechanical specifications.

19 COVER AND PREFERRED POSITIONS

On an eight-time basis only.
a. Fourth Cover: 50%.
b. Second Cover: 35%.
c. Table of Contents: 25%.
d. Page Facing 2nd Cover, Facing 1st Text: 20%.

20 MISCELLANEOUS

Rate Protective Clause: Proper notification will be given of any rate changes, and contracts may be cancelled at the time the change in rate becomes effective without incurring a short-rate adjustment, provided the contract rate has been earned up to the date of cancellation.

21 MECHANICAL REQUIREMENTS

a. Non-Bleed Sizes

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread (2 Fac. Pages)</td>
<td>14</td>
<td>10</td>
</tr>
<tr>
<td>Full Page</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>½ Page (Horiz.)</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>½ Page (Vert.)</td>
<td>3 ½</td>
<td>10</td>
</tr>
<tr>
<td>¼ Page</td>
<td>3 ½</td>
<td>5</td>
</tr>
</tbody>
</table>

b. Bleed Sizes

<table>
<thead>
<tr>
<th></th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread (2 Fac. Pages)</td>
<td>16 ⅝</td>
<td>11 ⅛</td>
</tr>
<tr>
<td>Full Page</td>
<td>8 ⅜</td>
<td>11 ⅛</td>
</tr>
<tr>
<td>½ Page (Horiz.)</td>
<td>8 ⅜</td>
<td>5 ½</td>
</tr>
<tr>
<td>½ Page (Vert.)</td>
<td>4 ⅜</td>
<td>11 ⅛</td>
</tr>
<tr>
<td>¼ Page</td>
<td>4 ⅜</td>
<td>5 ½</td>
</tr>
<tr>
<td>Trim Size</td>
<td>8 ⅝</td>
<td>10 ⅛</td>
</tr>
</tbody>
</table>

c. Insert Sizes

<table>
<thead>
<tr>
<th></th>
<th>Page</th>
<th>Trims to</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size 2</td>
<td>8 ⅜ x 11 ⅛</td>
<td>8 ½ x 10 ¾</td>
</tr>
<tr>
<td>Size 4</td>
<td>16 ⅜ x 11 ⅛</td>
<td></td>
</tr>
</tbody>
</table>

22 PAPER STOCK

a. Covers: 10 point coated one side.
b. Body: 60 lb. gloss coated.
c. Insert Stock Weight: 80 lb. coated or 70 lb. uncoated.

23 BINDING

Perfect Binding.

24 HALFTONE SCREEN

133 for text and covers.

25 REPRODUCTION REQUIREMENTS

Digital art submission required. Follow the instructions at https://caesar.sheridan.com/tsp_procedures/procedureFiles.php. Then navigate to “General Guidelines” and select “Digital Ads”.

26 CLOSING DATES

a. Complete Film, Mechanicals and Inserts: Due 5 weeks prior to month of publication.
b. Insertion Orders: Due 5 weeks prior to month of publication.
c. Publisher’s Set Copy: Due 2 months prior to month of publication.
d. Extensions on Above: Please contact advertising representative.

27 DISPOSITION OF MATERIAL

Material will be held for one year from last issue used and then destroyed, unless otherwise indicated.
28 SHIPPING INSTRUCTIONS

a. **Contracts and Insertion Orders**
   Wakiko Ishii
   THIEME
   333 Seventh Avenue
   New York, NY 10001

b. **Mechanicals and Negatives**
   David Stewart, Production Editor
   THIEME
   333 Seventh Avenue
   New York, NY 10001

c. **Inserts**
   Neil Myers
   THE SHERIDAN PRESS
   450 Fame Avenue
   Hanover, PA 17331