Arthroplasty Today

Overview

*Arthroplasty Today* is a forum for practical and scientific information of the American Association of Hip and Knee Surgeons (AAHKS) and is the companion journal of the *Journal of Arthroplasty*. This publication brings together the clinical and scientific foundations for joint replacement of the hip and knee in an open-access format. The journal is widely discoverable on Science Direct and Arthroplastytoday.org and indexed on PubMed and Scopus. Advertisers can inquire about the annual print edition distributed at the AAHKS conference.

Print Advertising Details

In addition to online issuance, 2500 print copies are inserted into every delegate bag distributed to attendees at the AAHKS annual conference, which occurs every fall in Dallas.

The “highlights” reprint collection is typically a print collection of 10-15 articles that highlight the best research published over the past year, and are the best examples of each type of article in the journal. The page count varies from 75 pages to 120 pages.

The Editor in Chief consults with the editorial board each summer to vote on the articles to be included in this special collection. The articles are usually a mix of the most cited and most downloaded over the course of the last year. This print editorial collection is supported by limited advertising and is provided to conference attendees in every delegates bag at the AAHKS official annual conference.

Advertising in the special highlights issue helps your organization:

1. Reach US target audiences
2. Amplify your reach at an in-person conference

Advertisers are offered full page 4 color ads in packages:

- $15,000 – Cover 4 (Back Cover) and Opposite TOC (table of contents)
- $12,500 – Cover 2 (front inside cover) and Cover 3 (back inside cover)
- $20,000 – Cover Tip (separately printed and glued to front cover of reprint)

Visit Website

Display Advertising

Adam Moorad United States
212-633-3122
a.moorad@elsevier.com

Robert Bayliss Europe
44 20 7424 4454
r.bayliss@elsevier.com

Virginia Van Homrigh APAC
61 448 008159
v.vanhomrigh@elsevier.com

Derek Zakaib Canada
514-730-8837
derekjohnzakaib@gmail.com
Recruitment Advertising

Philip Prigal  Global
347-556-0473
p.prigal@elsevier.com

Affiliation
American Association of Hip and Knee Surgeons (AAHKS)

Editor-in-Chief
Gregory J. Golladay, MD

Digital Specs

Website

<table>
<thead>
<tr>
<th>POSITIONS</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
</tr>
<tr>
<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
<td>600 x 250</td>
<td>Left</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 120 x 600</td>
<td>320 x 600</td>
<td>Left</td>
</tr>
<tr>
<td>On page load</td>
<td>Prestitial*</td>
<td>300 x 250 or 480 x 640</td>
<td>NA</td>
<td>NA</td>
</tr>
</tbody>
</table>

FORMATS

| jpeg, png, gif, HTML5†, 3rd party tags |

TRACKING PIXELS

Yes

MAX FILE SIZE

200 KB

MAX ANIMATION (TIME/LOOPS)

15 seconds/ 3 loops

PRESTITIAL FREQUENCY

1 impression/6hrs/user

*Supply iFRAME tags for scrolling elements in ad; HTML5 must be provided as a 3rd party tag for prestitial banners.

†Excluding personally identifiable information (PII).
### eTOC Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**FORMATS:** jpeg, png, gif (static image only)

**TRACKING PIXELS:** No

**MAX FILE SIZE:** 200 KB

MPU banners, positions 1, 2, 3, are stacked vertically

Animation and expandable banners unavailable

### AIP Email

<table>
<thead>
<tr>
<th>POSITION</th>
<th>AD</th>
<th>SIZE (PIXELS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top</td>
<td>Leaderboard</td>
<td>728 x 90</td>
</tr>
<tr>
<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600</td>
</tr>
<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

**FORMATS:** jpeg, png, gif (static image only)

**TRACKING PIXELS:** No

**MAX FILE SIZE:** 200 KB

Animation and expandable banners unavailable

Contact your sales representative for all digital advertising rates and opportunities.
1. Applicability

This agreement applies to offers, proposals, and communications made between Elsevier and any third party or its agent (the "Client") relating to the products and/or services of Elsevier (the "Products and/or Services") and, unless otherwise expressly agreed by Elsevier in writing, shall be considered as part of the full text of the offer and nothing in the TC shall be construed as a waiver of any of its rights under the TC.

2. Terms and Conditions of Supply

These terms and conditions of supply shall apply to all orders placed by the Client to Elsevier and any modifications made in response to an order from the Client shall be regarded as part of the full text of the offer. Any variation to the TC and any representations about the Products and Services shall have no effect unless expressly agreed-writing and signed by an authorised signatory of Elsevier. Nothing in the TC shall exclude or limit Elsevier's liability for fraud or fraudulent misrepresentation.

3. Officers and Directors

If the Client is a corporation, then any third party product or services such a sale may be subject to additional terms and conditions.

4. Compliance with laws

No provision of the Products or Services is intended to be an offer to supply any Client who has not exhausted its current credit limit. Legal and financial liability in any tangible Products supplied by Elsevier shall remain with the Client until the price has been paid in full. If the Client is not a corporation, then any third party product or services such a sale may be subject to additional terms and conditions.

5. Force majeure

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, or by reason of any cause beyond the control of Elsevier, such party is unable to perform in whole or in part its obligations under the TC, the said party shall forthwith communicate to the other party the nature and cause of the inability to perform.

6. General

Any returns of the Products shall be subject to the relevant Elsevier company's return policy. Reprints cannot be returned once these have been printed. This fee will be calculated to cover any external or internal costs which have been incurred or committed up to and including the date the advance payment is made. The Client shall remain liable for any undisputed part of such invoice. Elsevier shall be entitled to apply any monies received by the Client, to clear any of the Client's outstanding debts to Elsevier.

7. Force majeure

If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing. The Client shall remain liable for any undisputed part of such invoice. Elsevier shall be entitled to apply any monies received by the Client, to clear any of the Client's outstanding debts to Elsevier.