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]
**Global Print Circulation**  
Online Only  
- Avg. Global Monthly Visits: 8,053  
- Avg. Global Monthly Unique Visitors: 4,158  
- Avg. Global eTOC Distribution: 1,927

**Digital Specs**  
**Website**

<table>
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<th>EXPANDABLE (PIXELS)</th>
<th>EXPANDABLE DIRECTION</th>
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<td>728 x 90</td>
<td>728 x 315</td>
<td>Down</td>
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<td>Top</td>
<td>Mobile Leaderboard</td>
<td>300 x 50 or 320 x 50</td>
<td>NA</td>
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<td>Side</td>
<td>MPU</td>
<td>300 x 250</td>
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<td>Side</td>
<td>Skyscraper</td>
<td>160 x 600 or 300 x 600</td>
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<td>300 x 250 or 480 x 640</td>
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**Affiliation**  
American Association of Hip and Knee Surgeons (AAHKS)

**Audience**  
Orthopaedic surgeons

**Editor-in-Chief**  
Gregory J. Golladay, MD

**Rate Card**  
Effective January 2024

**Arthroplasty Today**
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**

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<tr>
<td>Middle</td>
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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**

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