The American Journal of Surgery

Overview

The American Journal of Surgery is a paid circulation, refereed journal reaching approximately 6,000 surgeons, who are buying influencers in this market. These include general surgeons who perform abdominal, cancer, vascular, head and neck, breast, colorectal, and other forms of surgery. Ninety percent of AJS subscribers are board certified and the rest are board eligible. AJS is an independent medical journal providing superior clinical editorial articles and is the official publication of several major surgical societies. In addition to publishing some of these societies’ rigorously review annual meeting papers, the AJS publishes free-standing, independent peer-reviewed articles. This provides for superior editorial content and balance. All articles are referenced in Medline and are thus part of an international referenced source of medicine and surgery. Two of every three subscribers are high readers and more than half indicate that they read every issue. More than 90% of all respondents to a recent survey had read all or part of a test issue. AJS has one of the highest readership-to-recipient rates in the field, and in a recent year readers placed orders for nearly 20,000 reprints.

North America

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Global Print Circulation
2,560

Avg. Global Monthly Visits
29,227

Avg. Global Monthly Unique Visitors
12,695

Avg. Global Monthly Page Views
15,060

Avg. Global eTOC Distribution
11,872
Print Closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>SPACE CLOSING</th>
<th>RUN OF BOOK ARTWORK DUE</th>
<th>PREPRINTED SUPPLIED PIECES DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>227/2</td>
<td>February 2024</td>
<td>12/19/2023</td>
<td>12/22/2023</td>
<td>01/01/2024</td>
</tr>
<tr>
<td>227/3</td>
<td>March 2024</td>
<td>01/23/2024</td>
<td>01/26/2024</td>
<td>02/02/2024</td>
</tr>
<tr>
<td>227/4</td>
<td>April 2024</td>
<td>02/19/2024</td>
<td>02/22/2024</td>
<td>02/29/2024</td>
</tr>
<tr>
<td>227/5</td>
<td>May 2024</td>
<td>03/19/2024</td>
<td>03/22/2024</td>
<td>03/29/2024</td>
</tr>
<tr>
<td>227/6</td>
<td>June 2024</td>
<td>04/24/2024</td>
<td>04/29/2024</td>
<td>05/06/2024</td>
</tr>
<tr>
<td>228/1</td>
<td>July 2024</td>
<td>05/20/2024</td>
<td>05/23/2024</td>
<td>05/30/2024</td>
</tr>
<tr>
<td>228/2</td>
<td>August 2024</td>
<td>06/18/2024</td>
<td>06/21/2024</td>
<td>06/28/2024</td>
</tr>
<tr>
<td>228/3</td>
<td>September 2024</td>
<td>07/22/2024</td>
<td>07/25/2024</td>
<td>08/01/2024</td>
</tr>
<tr>
<td>228/4</td>
<td>October 2024</td>
<td>08/19/2024</td>
<td>08/22/2024</td>
<td>08/29/2024</td>
</tr>
<tr>
<td>228/5</td>
<td>November 2024</td>
<td>09/16/2024</td>
<td>09/19/2024</td>
<td>09/26/2024</td>
</tr>
<tr>
<td>228/6</td>
<td>December 2024</td>
<td>10/15/2024</td>
<td>10/18/2024</td>
<td>10/25/2024</td>
</tr>
<tr>
<td>229/1</td>
<td>January 2025</td>
<td>11/08/2024</td>
<td>11/13/2024</td>
<td>11/20/2024</td>
</tr>
</tbody>
</table>

Cancellations:
No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.
## Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$4,930</td>
<td>$3,435</td>
</tr>
<tr>
<td>3x</td>
<td>$4,885</td>
<td>$3,400</td>
</tr>
<tr>
<td>6x</td>
<td>$4,760</td>
<td>$3,325</td>
</tr>
<tr>
<td>12x</td>
<td>$4,600</td>
<td>$3,230</td>
</tr>
<tr>
<td>24x</td>
<td>$4,500</td>
<td>$3,155</td>
</tr>
<tr>
<td>36x</td>
<td>$4,335</td>
<td>$3,085</td>
</tr>
<tr>
<td>48x</td>
<td>$4,165</td>
<td>$2,915</td>
</tr>
<tr>
<td>60x</td>
<td>$4,000</td>
<td>$2,820</td>
</tr>
<tr>
<td>72x</td>
<td>$3,845</td>
<td>$2,725</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3/4 COLOR</th>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>Cover Tips</th>
<th>Outserts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,625</td>
<td>920</td>
<td>1,120</td>
<td>$6,800</td>
<td>$7,300</td>
</tr>
</tbody>
</table>

### Premium Positions
- Cover 4: 50% B/W Page rate
- Cover 2: 35% B/W Page rate
- Cover 3: 25% B/W Page rate
- Opposite TOC: 25% B/W Page rate
- First Right Hand Page: 25% B/W Page rate
- Other Preferred Positions: 10% B/W Page rate

### Earned Rates
Rates are based on the total units earned during a twelve-month period. Space purchased by a parent company and its subsidiaries is combined to determine earned rate.

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

### Inserts
Furnished inserts are billed at the black and white rate times the number of insert pages.

- **Two-page insert (one leaf):** Two-times earned frequency rate.
- **Four-page or larger insert:** Black & White earned frequency rate.
Acceptance of Advertising

The Publisher, Editor, and Association reserve the right to reject any advertising for any reason. Advertiser shall indemnify and hold harmless the Publisher, Editor, and the owner of the journal from and against any loss, expense, claim, or liability resulting from their advertisement. Advertiser warrants that its advertisements comply with all applicable laws, rules, and regulations. New copy must be submitted by ad space closing date.

*State and local taxes may apply.

Classified / back of book print closings

<table>
<thead>
<tr>
<th>VOLUME/ISSUE</th>
<th>PUBLICATION DATE</th>
<th>CLASSIFIED SPACE CLOSING &amp; RUN OF BOOK ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>227/2</td>
<td>February 2024</td>
<td>12/13/2023</td>
</tr>
<tr>
<td>227/3</td>
<td>March 2024</td>
<td>01/17/2024</td>
</tr>
<tr>
<td>227/4</td>
<td>April 2024</td>
<td>02/13/2024</td>
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<tr>
<td>227/5</td>
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<td>June 2024</td>
<td>04/18/2024</td>
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<td>228/1</td>
<td>July 2024</td>
<td>05/14/2024</td>
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<tr>
<td>228/2</td>
<td>August 2024</td>
<td>06/12/2024</td>
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<tr>
<td>228/3</td>
<td>September 2024</td>
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<td>October 2024</td>
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<td>228/5</td>
<td>November 2024</td>
<td>09/10/2024</td>
</tr>
<tr>
<td>228/6</td>
<td>December 2024</td>
<td>10/09/2024</td>
</tr>
<tr>
<td>229/1</td>
<td>January 2025</td>
<td>11/04/2024</td>
</tr>
</tbody>
</table>

Cancellations:

No cancellations will be accepted after closing date. Covers and preferred positions are non-cancellable. Dates subject to change.
Classified / back of book print advertising

Rates

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>FULL PAGE (BLACK &amp; WHITE)</th>
<th>1/2 PAGE (BLACK &amp; WHITE)</th>
<th>1/4 PAGE (BLACK &amp; WHITE)</th>
<th>1/6 PAGE (BLACK &amp; WHITE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1x</td>
<td>$ 5,150</td>
<td>$ 3,855</td>
<td>$ 2,400</td>
<td>$ 1,450</td>
</tr>
<tr>
<td>3x</td>
<td>$ 5,105</td>
<td>$ 3,820</td>
<td>$ 2,710</td>
<td>$ 1,405</td>
</tr>
<tr>
<td>6x</td>
<td>$ 4,990</td>
<td>$ 3,750</td>
<td>$ 2,205</td>
<td>$ 1,365</td>
</tr>
<tr>
<td>12x</td>
<td>$ 4,835</td>
<td>$ 3,635</td>
<td>$ 2,165</td>
<td>$ 1,315</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3/4 COLOR</th>
<th>STANDARD COLOR</th>
<th>MATCHED COLOR</th>
<th>CLASSIFIEDS (BACK-OF-BOOK): COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,525</td>
<td>880</td>
<td>1,080</td>
<td>690</td>
</tr>
</tbody>
</table>

Confidential Email Inbox

Cost: $40.

Agency Discount

For information about our Agency discount (including those for in-house agencies), please contact your Sales Representative.

Cancellations:

Must be received in writing on or before the announced closing date.

Run of Book Print Ads

Sizing

Trim: 8-1/4" x 11"

1/4" from all trim edges.

Binding: Perfect; Jogs to head

Printing Process: Litho Web

Halftone Screen: Cover: 150 line screen Text: 150 line screen

<table>
<thead>
<tr>
<th>AD SIZE</th>
<th>NON-BLEED</th>
<th>BLEED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/4&quot; x 11&quot;</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7-3/4&quot; x 10-1/2&quot;</td>
<td>8-1/2&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>Spread</td>
<td>25&quot; x 10&quot;</td>
<td>16-3/4&quot; x 11-1/4&quot;</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7&quot; x 5&quot;</td>
<td>8-1/2&quot; x 5-3/4&quot;</td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2&quot; X 10&quot;</td>
<td>4-3/8&quot; X 11-1/4&quot;</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2&quot; x 5&quot;</td>
<td></td>
</tr>
</tbody>
</table>
Specifications

File Format

PDF or PDF/X-1a compliant files, saved as PDF version 1.3.

Transparencies within the supplied PDF(s) will be warned. The transparent elements contained in your file(s) must be converted within the native layout application or flattened in Acrobat using the High Resolution Flattener Presets to avoid overprint issues.

Saving your PDF to Acrobat 4 (PDF 1.3) compatibility will ensure transparent elements are flattened. If the ad contains spot colors that are not converted to process colors (CMYK) before flattening, overprint and/or trap issues may occur.

The following layout applications yield the optimum results for creating a print-compliant PDF and are expected to follow all requirements listed in this document:

- InDesign version 2 or higher (CS preferred)
- QuarkXPress version 6.5 or higher

Additional costs may apply if problems are encountered.

NOTE: When using Adobe Illustrator it is preferred to have all fonts converted to outline/paths, and files submitted as EPS files.

Images

All high-resolution images and fonts must be included. TIFF & EPS files must conform to the following minimum resolution specifications:

- Grayscale and Color images: 300 dpi
- Combination Grayscale and Color images: 500-900 dpi
- Line art (Bitmap) images: 900-1200 dpi

Higher image resolutions are acceptable as they exceed the minimum requirements, but in some cases unnecessary resolution will be discarded to achieve smaller file sizes.

Fonts

Use of PostScript Type 1 fonts is encouraged. Include fonts for any embedded graphics. DO NOT use Type 3 or Multiple Master fonts. Avoid using Macintosh menu-stylized fonts, Macintosh "city" fonts (Chicago, Geneva, etc.) and Microsoft Outlook fonts (Tahoma, Impact, etc.).
Page Layout

Regardless of the file format supplied, all ads must conform to the following specifications:

- Final size must meet journal trim size and include 1/8" bleed image on all four sides.
- Files will include trim marks with a minimum 3/16" offset.
- No content is to be within 1/4" of all trim edges.
- Supply as single page files only.
- Right Reading, Portrait Mode, 100% size, No Rotation.
- All fonts and graphics must be either embedded or included with the files and conform to the format type listed above. Images must also conform to the specifications above for minimum image resolution.
- All color ads should be supplied as composite files.
- Reverse type should be no less than 6pt. Fine lettering (thin lines, serifs) should be restricted to one color.
- Embedded images should not be scaled, cropped/masked or rotated within the page layout application but instead should be manipulated in a proper image editing program (ex. Photoshop) and then imported into the page layout program at proper size and position.
- DO NOT nest EPS files within EPS files.
- All lines and line art images should be of a minimum 1/3 pt thickness (1/2 pt for reverses) at final size to reproduce effectively on press.
- Crop marks and SWOP color bars must be included and positioned 1/2" outside trim.

Color Space

All color images and files are to be supplied as CMYK with a Total Area Coverage (TAC) not to exceed 300% for the darkest area of an image. Files supplied as RGB will be automatically converted to CMYK.

Spot Colors

Spot colors are to be identified using the standard Pantone naming convention and not a custom color such as "Dark Blue." PMS colors will be converted to process unless otherwise specified. When using both art and layout programs be sure spot color naming is consistent in all applications (ex. Do not define both PMS 201CV and PMS 201CVC). Any non-intended spot colors will be converted to CMYK.

Trapping and Screening

Overprints and knockouts should be defined. Files are NOT to be trapped or prescreened. Our Prepress service provider will use industry recognized trapping software to auto-trap your files for optimum performance and reproduction on press and will apply the appropriate screening. Note that these trap settings may force small text and fine graphics to overprint to hold registration on press.

Proofs

If submitting a proof for color match on press, please send a SWOP-certified contract color proof (with SWOP proofing bar or GATF proof comparator), produced from the final submitted file and imaged at 100% scale. Revised proofs must be supplied whenever a text or design change is made. For a list of current SWOP-approved proofs visit https://idealliance.org/systems-certification/certified-hard-copy-proofing-systems/. Desktop inkjet printer proofs do not meet SWOP specifications. Elsevier cannot guarantee color match unless acceptable proof is provided. If a contract proof is not supplied Elsevier will run to standard ink densities and dot gains.

Delivery

Submit PDF ad files to Elsevier ad portal at www.ads4els.com

Conformance to Specs

Variances from the above specifications may not yield results that conform to Elsevier quality control standards.
Supplied Print Ad Pieces

Size - 2 page: 8-1/2” x 11-1/4”
Size - 4 page: 17” x 11-1/4”

Trimming: For 2 page 80# text preferred; 4 to 8 pages – 60# text minimum; 80# text maximum. Inserts that do not meet these minimum/maximum weights must be sent to the publisher two weeks prior to advertising close date for evaluation and print compatibility.

Closing Date for Booking Inserts: Same as ad space closing

Insert delivery date: See Insert due dates

All inserts must be submitted to Publisher for approval of stock, design and other mechanical specifications.

Copy of insert must accompany insertion order

Note: Failure to meet insert specifications & packaging guidelines may result in additional charges and/or delays with insertion.

Insert Quantity

Contact Ad Sales Services. For conference copy distribution, contact Ad Sales Services.

Insert Packing & Shipping Instructions

Inserts packed one up, folded if four pages, flat if two pages. All inserts must be delivered to the printer in cartons, with journal title, quantity, product & issue date (month/year) clearly marked. If shipping inserts for more than one issue date, inserts must be packed separately and clearly marked indicating journal title, issue date (month/year) and quantity.

Insert Shipments Address

The American Journal of Surgery

Sheridan Press
450 Fame Avenue
Hanover, PA 17331-1585
United States
Attn: Elsevier Team

Disposition of Reproduction Materials

All digital ad files will be held for twelve months only unless otherwise notified. Left over inserts will be held until the issue mails. After issue mailing is completed any unused inserts for that issue will be destroyed unless otherwise indicated on the insertion order. Excess inserts held in storage beyond completion of insertion date will be subject to storage charges.

For Contracts, Insertion Orders & Production Materials

Send new print ad files and submit pickup ads to www.ads4els.com.
## 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 300 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>
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<th>AD</th>
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**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 Contract applies for the purpose of and subject to the terms and conditions set forth in this Contract to which the Liability Arises. To the maximum extent permitted by relevant laws Elsevier expressly excludes any liability for any breach of warranty, warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to disclose all recipients of the Client’s advertising and/or terminate this Contract if Elsevier determines, in its sole discretion, that the Advertising materials are not representative of the Client’s advertising.

2. Offer and acceptance/Description

Each order for the Products and Services by the Client from Elsevier shall be deemed to be an offer by the Client to purchase the Products or Services at the prices set forth in this Contract. All such orders are subject to acceptance by Elsevier, such acceptance to be in its sole discretion. If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, other causes beyond the control of a party, such party is unable to perform in whole or in part any of its obligations set forth in this Contract, then such party shall be relieved of those obligations to the extent it is unable to perform. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the circumstances therein.

3. Execution and modification of the order

The Client shall not acquire any intellectual property rights in the Products. No part of the Elsevier proposals, publications or expressions or reproductions or any other form of reproduction, whether electronically, mechanically, by photocopying, recording or in any other manner or form, without the specific prior written permission of Elsevier.

4. Liability and claims

No advertising orders will be accepted for periods longer than one year. Where an order for a series of advertisements is made by a Client, the Client must specify the dates and positions for each advertisement in that series before the Closing Date. If any of Client’s advertising are not representative of the Client’s advertising and/or terminate this Contract if Elsevier determines, in its sole discretion, that the Advertising materials are not representative of the Client’s advertising.

5. Force majeure

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, other causes beyond the control of a party, such party is unable to perform in whole or in part any of its obligations set forth in this Contract, then such party shall be relieved of those obligations to the extent it is unable to perform. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the circumstances therein.

6. Distribution

The Client and/or its agent(s), reproduction, or reproduction of any other form of reproduction, whether electronically, mechanically, by photocopying, recording or in any other manner or form, without the specific prior written permission of Elsevier.

7. Cancellations & Returns

The Client acknowledges that a higher price would be payable for the Products or Services but for such limitations. Nothing in this Contract shall be construed to limit or otherwise affect any rights or remedies of either party under the terms of this Contract.

8. Payment

The Client acknowledges that violation of this representation and warranty will cause irreparable harm to Elsevier. Upon any termination or cancellation of this Contract, the Client’s obligation to make payments to Elsevier under clause 5.

9. Fraudulent misrepresentation

The Client shall take reasonable steps to ensure that the products described in this Contract are produced in accordance with the standards set forth herein.

10. Advertising & Reprints

The Client is solely responsible for ensuring proposed advertising copy is received at Elsevier in electronic form (or such other form as specified by Elsevier) and within the relevant deadline set by Elsevier (the “Closing Date”). Where copy is received late or not at all, Elsevier will endeavour to do so. 

11. Audit

Elsevier may not be able to arrange for such copy to be published on the agreed date or for the agreed period. Payment by the Client for the copies of the Product notwithstanding that ownership of any of the copies of the Product has not passed from Elsevier.

12. Compliance with laws

In no event shall Elsevier be liable for any breach of warranty, warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to disclose all recipients of the Client’s advertising and/or terminate this Contract if Elsevier determines, in its sole discretion, that the Advertising materials are not representative of the Client’s advertising.

13. Cancellations & Returns

The Client is responsible for ensuring that all materials are returned intact in perfect order and condition, including all copies of the Products.

14. Intellectual property

The Client shall be solely responsible for ensuring that all materials are returned intact in perfect order and condition, including all copies of the Products. The Client shall be solely responsible for ensuring that all materials are returned intact in perfect order and condition, including all copies of the Products.

15. Force majeure

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, other causes beyond the control of a party, such party is unable to perform in whole or in part any of its obligations set forth in this Contract, then such party shall be relieved of those obligations to the extent it is unable to perform. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the circumstances therein.

16. Tax rates and currency

If by reason of labor dispute, strikes, inability to obtain labor or materials, fire or other action of the elements, other causes beyond the control of a party, such party is unable to perform in whole or in part any of its obligations set forth in this Contract, then such party shall be relieved of those obligations to the extent it is unable to perform. The party subject to an event of force majeure shall use good faith efforts to comply as closely as possible with the circumstances therein.

17. Void

In no event shall Elsevier be liable for any breach of warranty, warranty, Elsevier shall be entitled to immediate injunctive relief requiring Client to disclose all recipients of the Client’s advertising and/or terminate this Contract if Elsevier determines, in its sole discretion, that the Advertising materials are not representative of the Client’s advertising.