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.

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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
### Affiliation
- Southwestern Surgical Congress • North Pacific Surgical Association • Association for Surgical Education • Association of Women Surgeons • The Association of Surgeons in Training • The Midwest Surgical Association • The Society of Black Academic Surgeons

### Audience
- General Surgeons

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### 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>
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<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>
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</tbody>
</table>

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### 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>
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<tr>
<td>6x</td>
<td>$4,760</td>
<td>$3,325</td>
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<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>
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</table>

### 3/4 COLOR

<table>
<thead>
<tr>
<th>STANDART COLOR</th>
<th>MATCHED COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,625</td>
<td>920</td>
</tr>
</tbody>
</table>

### Cover Tips

$6,800

### Outserss

$7,300

## 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>
</tr>
<tr>
<td>227/5</td>
<td>May 2024</td>
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</tr>
<tr>
<td>228/1</td>
<td>July 2024</td>
<td>05/14/2024</td>
</tr>
<tr>
<td>228/2</td>
<td>August 2024</td>
<td>06/12/2024</td>
</tr>
<tr>
<td>228/3</td>
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<td>228/5</td>
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<td>09/12/2024</td>
</tr>
<tr>
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<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:

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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>$ 2,770</td>
<td>$ 1,405</td>
</tr>
<tr>
<td>6x</td>
<td>$ 4,990</td>
<td>$ 3,750</td>
<td>$ 2,405</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>
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</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>
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</thead>
<tbody>
<tr>
<td>Trim</td>
<td>8-1/4” x 11”</td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>7-3/4” x 11-1/4”</td>
<td></td>
</tr>
<tr>
<td>Spread</td>
<td>15” x 11”</td>
<td></td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>7” x 5”</td>
<td></td>
</tr>
<tr>
<td>1/2 Vertical</td>
<td>3-1/2” x 11-1/4”</td>
<td></td>
</tr>
<tr>
<td>1/4 Page</td>
<td>3-1/2” x 5”</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).

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### 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>
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</tr>
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<tbody>
<tr>
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<tr>
<td>Middle</td>
<td>MPU</td>
<td>300 x 250</td>
</tr>
</tbody>
</table>

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- 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.
ELSEVIER TERMS AND CONDITIONS OF USE

1. Applicability and scope of use
Applications that involve the display, reproduction or sale of any part of the Product are governed by the terms set out in this Agreement. The Product may not be used in any manner not specifically permitted by this Agreement.

2. Distribution
The Client shall not distribute or resell the Products in any manner that would cause any breach of the terms and conditions of this Agreement. The Client is responsible for ensuring that the Products are used in accordance with all applicable laws and regulations.

3. Rights and restrictions
The Client shall not modify, adapt, translate or reverse engineer any part of the Product without the prior written consent of Elsevier. The Client shall not permanently or temporarily reproduce the Product for any purpose other than the use permitted under this Agreement.

4. Payment
Unless otherwise agreed in writing, the Client shall pay for the Product in advance in full and shall not be entitled to any discount or reduction in the price.

5. Cancellations
If the Client cancels an order either fully or partially, a cancellation fee may be charged. All cancellations must be made in writing and shall not be effective until received by Elsevier in writing.

6. Audits
The Client shall allow Publisher's authorized representative at any reasonable time to have access to Client's premises (or such other premises as are specified by Elsevier) and the Client shall make available to such representative and its agents all records and information that are relevant to the Account.

7. Modifications
Any modifications to the agreed product or service description, budget or schedule, as set out in the order, shall require the written consent of Elsevier and shall not be effective until received by Elsevier in writing.

8. Liability
Elsevier shall not be liable for any of the following losses which may arise by reason of any breach of this TC or any implied warranty, condition or other term, any representation or any duty of any kind imposed on Elsevier by operation of law:

   a) loss of profits or revenue;
   b) damage to reputation or goodwill;
   c) loss of damages, costs or expenses;
   d) injury to property;
   e) loss of data;
   f) loss of other kinds of damage.

9. Waiver
The failure of Elsevier to exercise or enforce any right or provision of this TC shall not constitute a waiver of such right or provision.

10. Governing law
This TC shall be governed by and construed in accordance with the laws of the jurisdiction specified in the TC.

11. Audit
Audit rights are in addition to any audit rights Elsevier may have under applicable law or by agreement with the Client.

12. Entire agreement
This TC represents the entire agreement and understanding between Elsevier and the Client and supersedes all prior agreements and understandings regarding the subject matter of this TC.

13. Amendment
No amendment to this TC shall be valid unless made in writing and signed by a duly authorized representative of Elsevier.

14. Termination
Either party may terminate this TC at any time by providing written notice to the other party.

15. Governing law
This TC shall be governed by and construed in accordance with the laws of the jurisdiction specified in the TC.

16. Governing language
This TC is written in English and all communications between Elsevier and the Client shall be in English.

17. Severability
If any term or provision of this TC is held invalid or unenforceable, then that term or provision shall be deemed severable and the remaining terms and provisions of this TC shall continue in full force and effect.

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