

2008 MEDIA OPPORTUNITIES

ONLINE OPPORTUNITIES

GLOBALLY MARKET TO ORTHOPAEDIC SURGEONS while they are • perusing the table of contents • reading or downloading articles • watching surgical procedures • listening to abstracts via our podcasts • earning CME credits • or searching the archives.

13,178 individual subscribers with full text online access to JBJS
Average of approximately **130 new activations per month**

WEBSITE STATS: MARCH 2008

Page Views	1,433,114
Unique Visitors	290,253
Page Views/Visitor	4.94
eTOC alerts	9,872

BANNER COSTS: \$50.00 gross CPM

50,000 impressions	\$2,500
100,000 impressions	\$5,000
150,000 impressions	\$7,500

SPONSORSHIP COSTS (net)

Video of the Month	\$3,000	July 2008 sold
Video Library	\$6,000	quarterly
CME online	\$1,500	quarterly
eTOC	\$750	monthly
Monthly podcast	\$375	monthly sold out until Oct
Journal Club Resources	\$8,000	annually

BANNER SUBMISSION GUIDELINES

Ad size



468 x 60

BANNER SPECS

GIF - 25K MAX
RICH MEDIA

2 loop max on animated banners
URL - approval by JBJS

- Advertisements that link users to the websites cannot prevent a user from easily returning to the JBJS site
- Advertisements that open additional windows within the JBJS website will not be accepted

ALT TEXT - A short 5-10 word description of the ad for people who have image loading turned off or are using a browser that does not display images

LEAD TIME - 5 business days

FLASH SUBMISSION

- Flash creatives should be submitted in the .swf format
- Flash creatives should be submitted with a backup GIF/JPEG creative
- Flash creatives should be coded using ActionScript 2, as ActionScript 3 will provoke pop-up blockers in Internet Explorer and Firefox
- A button should be added to the top layer of the SWF and should include a click-thru URL variable (clickTAG)
- Click-thru URLs should NOT be hard coded within the SWF because our server cannot count clicks if the click URL is hard coded
- The clickTAG variable is case-sensitive in Flash version 6 and above and must be "clickTAG"
- In other versions of Flash, it is not case sensitive, but it is recommended to use "clickTAG"

Example of "clicktag" coding:

```
on (release)
{
  getURL(clickTAG,"_blank");
}
```

Monthly PODCAST

In order of preference

1. AIFF
 2. WAV
 3. MPS
- Advertisers have the option of calling-in and recording their ad
 - Or can send CD/DVD of the audio

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VIDEO

In order of preference

1. EPS File
 2. PSD Format
- 170 pixels wide by 40 pixels tall
 - 72 dpi
 - Transparent background
 - Background with RGB values of 2b2b2b will also work

SPONSORSHIP

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THE JOURNAL OF BONE & JOINT SURGERY

JB&JS

A spectrum of possibilities.