



BRITISH VOLUME

Advertising Rates 2008

All rates listed are gross. Combined frequency rates apply for both American and British Volumes.

Frequency	Full page	Half page	Quarter page
1x	\$2,800	\$1,710	\$865
3x	\$2,770	\$1,660	\$830
6x	\$2,700	\$1,625	\$795
9x	\$2,660	\$1,590	\$765
12x	\$2,545	\$1,450	\$755
24x	\$2,455	\$1,410	\$710
36x	\$2,440	\$1,385	\$670
48x	\$2,110		
60x	\$2,090		
72x	\$2,045		
84x	\$1,985		
96x	\$1,965		

Online Advertising

\$50.00 cpm gross

50,000 impressions \$2,500

100,000 impressions \$5,000

Color Rates *per page*

2-color (process only)	\$650
4-color (process only)	\$1,950

Closing Dates

Issue	Insertion Orders	Materials Due	Scheduled Mailing
January	12/3/07	12/7/07	1/3/08
February	1/2	1/7	2/1
March	2/1	2/8	3/3
April	3/3	3/7	4/1
May	4/1	4/7	5/1
June	5/1	5/8	6/2
July	6/2	6/6	7/1
August	7/1	7/7	8/1
September	8/1	8/8	9/1
October	9/1	9/8	10/1
November	10/1	10/8	11/3
December	11/3	11/7	12/1

Circulation: 15,223

Mechanical Requirements

Print size (width x height)

- Full Page** > No bleed: 178mm x 254mm (7" x 10")
Bleed: 219mm x 281mm (8 $\frac{5}{16}$ " x 11 $\frac{1}{8}$ ")
Trim size: 213mm x 275mm (8 $\frac{5}{16}$ " x 10 $\frac{7}{8}$ ")
- Spread** > 432mm x 281mm (16 $\frac{7}{8}$ " x 11 $\frac{1}{8}$ ")
will trim to 426mm x 275mm (16 $\frac{7}{8}$ " x 10 $\frac{7}{8}$ ")
- Half Page** > Horizontal: 178mm x 124mm (7" x 4 $\frac{7}{8}$ ")
Vertical: 86mm x 254mm (3 $\frac{3}{8}$ " x 10")
- Quarter Page** > 86mm x 124mm (3 $\frac{3}{8}$ " x 4 $\frac{7}{8}$ ")

Digital Specs

Ideally we prefer PDF files when sending digital data.

The British Volume is published from digital files. Please contact us and we will supply you with specific requirements for your data presentation in QuarkXpress/PDF format. Digital files should be accompanied by a matchprint (i.e., Fuji, Kodak, 3M). No color match will be guaranteed from a laser or inkjet type of proof.

- > Crop marks must be contained within files
- > Send color proof along with files
- > No RGB files
- > If supplying fonts, make sure you include both screen and printer fonts and be aware that we need any fonts used within embedded EPS files
- > Ensure that graphics are correctly embedded within any EPS files used; also include all source files
- > Logos and photo scans must be in TIFF or EPS formats
- > Desktop software formats that we accept are Photoshop, Illustrator, QuarkXpress, PageMaker and FreeHand

All digital files and color proofs should be sent direct to our European sales representative, Admedica.

Admedica
Attention: Pam Noble
Stevenson, Haddington
East Lothian EH41 4PU
United Kingdom
Tel: +44.162.082.3383 Fax: +44.162.082.3325

- Bound Inserts** > Stock: 90–130gsm
Allow 3mm all around for binding and trimming

Online Banner Specifications

- Size** 468 pixels wide by 60 pixels high, 25k
- File Format** GIF or animated GIF, Rich Media is accepted on a case-by-case basis
Note on animated gifs: 2 loop max
- URL** Linking URL for approval by JBJS
> Advertisements that link users to other web sites cannot prevent a user from easily returning to the JBJS web site
> Advertisements that open additional windows within the JBJS web site 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 doesn't display images