

# Athletic Training & SPORTS HEALTH CARE

#### Advertising/Sales Office

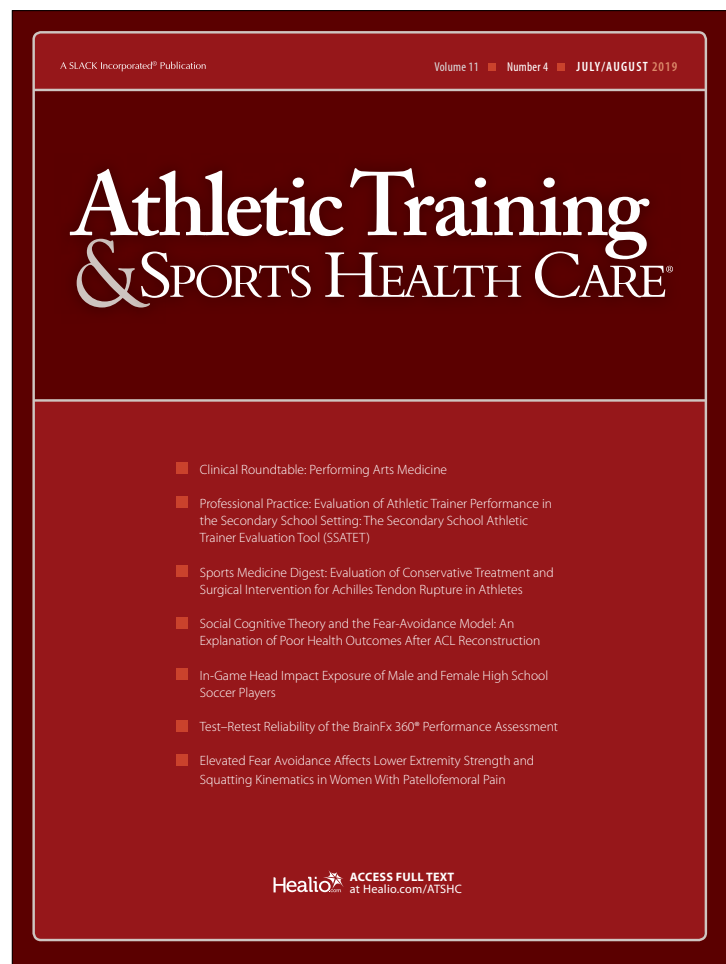
National Account Manager: **Tara Kosmowsky**  
Sales Administrator: **Jennifer Carroll**

#### Publishing Office

Chief Operating Officer: **John C. Carter**  
Senior Vice President: **Stephanie Portnoy**  
Vice President, Editorial: **Jennifer A. Kilpatrick, ELS**  
Director, Electronic Publishing and Production: **Karen G. Stanwood, ELS**  
Executive Editor: **Eileen C. Anderer, ELS**  
Director of Audience Development: **Stephanie McHugh**  
Editor-in-Chief: **Thomas Kaminski, PhD, ATC, FACSM, FNATA**

**SLACK**  
INCORPORATED  
A Wyandotte Group Company

6900 Grove Road • Thorofare, New Jersey 08086-9447  
800-257-8290 • 856-994-9909 • Fax 856-848-6091  
[Healio.com/ATSHC](http://Healio.com/ATSHC)



TO ADVERTISE, CONTACT:

**Tara Kosmowsky**

[tkosmowsky@healiostrategicsolutions.com](mailto:tkosmowsky@healiostrategicsolutions.com)

856-994-9909 x399

# Athletic Training & SPORTS HEALTH CARE



The mission of ATHLETIC TRAINING & SPORTS HEALTH CARE: THE JOURNAL FOR THE PRACTICING CLINICIAN is to provide a forum for the dissemination of **contemporary athletic training** and **sports health care information** and **guidance to clinicians** involved in a variety of allied health professions.

Primary emphasis is on the **clinical relevance of information** to the practicing sports health care professional. The Journal publishes **peer-reviewed articles** including original research, case reviews, evidence-based reports, clinical columns, systematic reviews, and literature reviews from a variety of sports health care disciplines.

Subscribers also benefit from our featured Online Advanced Release, which allows them to read articles before they appear in the print issue!

## Make your message stand out with these unique advertising opportunities:

- Cover-tips
- BRCs
- Supplements
- Belly Bands
- Polybagged Outserts
- Advertorials

# Put your message in the hands of high-interest paid subscribers

With 100% paid circulation, your message will be seen by high-interest readers — offering an efficient and effective way to communicate with your target audience.

## Extend your reach with bonus distributions

At no additional cost, your advertising will reach Journal subscribers plus attendees of these major medical meetings in 2020:

BONUS DISTRIBUTION	ISSUE
American Academy of Orthopaedic Surgeons (AAOS)	January/February
National Athletic Trainers Association (NATA)	May/June
American Orthopedic Society for Sports Medicine (AOASM)	May/June
Orthopedics Today Hawaii 2021	November/December



## RATES AND DISCOUNTS

1. **Effective Rate Date:** January 2020 for all advertisers.
2. **Rates:**
  - a) **Earned Rates:** Are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within a 12-month period. The earned rate is determined by the number of insertions. Fractional pages count as single pages and each page of an insert counts as one page.
  - b) **Agency Commission:** Fifteen percent gross billings on space, color, cover, and preferred position charges.
  - c) **Cash Discount:** Two percent if paid within 10 days of invoice date. No discount allowed after this period.
3. **Black-and-white rates:**

Frequency	One Page	1/2 Page	1/4 Page
1x	\$880	\$610	\$415
6x	845	605	375
12x	805	565	335
24x	760	540	315
36x	745	525	300
48x	735	515	290
60x	720	500	275
72x	695	485	250
96x	680	470	240
120x	675	465	235
144x	660	455	230
196x	655	450	225
252x	640	440	220

**Color:** In addition to earned black-and-white rates.

### Charge per color per page or fraction

Standard color..... \$560  
 Matched color..... \$765  
 Metallic color.....\$1,020  
 Four color .....\$1,530  
 Four color + PMS .....\$2,040  
 Four color + Metallic.....\$2,550

4. **Bleed:** No charge.
5. **Covers, Positions:**
  - a) **Covers:**

**Second cover:** Earned b/w rate plus 25%. Color additional.  
**Third cover:** Earned b/w rate plus 15%. Color additional.  
**Fourth cover:** Earned b/w rate plus 50%. Color additional.
  - b) **Special positions:**

**Facing table of contents:** Earned b/w rate plus 15%. Color additional.  
**Facing first text:** Earned b/w rate plus 15%. Color additional.
6. **Discount Programs:**
  - a) **Combined Earned Frequency Discount:** All insertions of a parent company and its subsidiaries are combined to determine the earned frequency rate. Advertisers may combine advertisements run in all Healo and SLACK publications to achieve maximum frequency.
  - b) **FREE Ad Program:** Buy 2, Get 1 Free. Purchase two ads any time during 2019 "and receive an additional ad of equal size and color in the same publication at no cost. May not be combined with Clinical Trial Ad Program.
  - c) **Clinical Trial Ad Buy One, Get One Free:** Clinical trial advertisements may run a second insertion of the same ad unit in any issue for no charge. Ad creative must promote participation in a current clinical trial. Corporate and/or disease state advertisements are not eligible. May not be combined with Free Ad Program.
  - d) **Corporate Discount:** Total net spend achieved in the year 2020 will set a Corporate Discount to be taken off 2021 advertising.
  - e) **When taking advantage of more than one Discount Program, discounts must be taken in the following order:**

**Gross cost:**

    - 1) Less FREE Ad Program
    - 2) Less Healo Strategic Solutions Corporate Discount
    - 3) Less 15% Agency Discount

**Equals net cost**

7. **Online Advertising Rates:** Please contact your sales representative for more information.
8. **Classified/Recruitment Advertising:** Please contact your sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365

## ISSUANCE AND CLOSING

9. **First Issue:** January/February 2009
10. **Frequency:** Bi-monthly
11. **Issue Dates:** Third week of odd months
12. **Mailing Class:** Periodical Class
13. **Closing Dates:**

Issue	Ads Closing	Materials Due
January/February	12/2/2019	12/20/2019
March/April	2/3/2020	2/21/2020
May/June	4/1/2020	4/23/2020
July/August	6/1/2020	6/22/2020
September/October	8/3/2020	8/24/2020
November/December	10/1/2020	10/23/2020

- a) **Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
- b) **Cancellations:** If, for any reason, an advertisement is cancelled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

## EDITORIAL

14. **General Editorial Direction:** ATHLETIC TRAINING & SPORTS HEALTH CARE is a forum for the dissemination of contemporary athletic training and sports health care information and guidance to clinicians involved in a variety of allied health professions. The Journal publishes peer-reviewed articles including original research, case reviews, evidence-based reports, clinical columns, systematic reviews, and literature reviews from a variety of sports health care disciplines.
15. **Average Issue Information:**
  - a) **Average number of articles per issue:** 5
  - b) **Average article length:** 7 pages
  - c) **Editorial departments and features:**
    - PEARLS of Practice
    - Team Physician
    - Professional Practice
    - Clinical Roundtable
    - CATA Abstracts
16. **Origin of Editorial:**
  - a) **Articles or abstracts from meetings or other publications:** Yes
  - b) **Staff written:** N/A
  - c) **Solicited:** 25%
  - d) **Submitted:** 75%
  - e) **Peer review:** Classic peer review

## CIRCULATION

17. **Circulation Distribution:**
  - a) **Paid:** 100%
  - b) **Controlled:** 0%
18. **Demographic Selection Criteria:**
  - a) **Circulation parameters:** Athletic training, orthopedic and physical therapy professionals
  - b) **Circulation breakdown:**

U.S. & Canada: 70  
 Other international: 5
  - c) **Paid information:**

**Paid:** 100%  
**Association members:** N/A  
**Subscriptions:** 100%
  - d) **Subscription rates:** U.S.: \$100/yr  
 Outside the U.S.: add \$64/yr

**19. Circulation Verification:**

- a) SRDS Sworn Statement: June 2019
- b) Printer + Mailing House: Sheridan Press
- c) Estimated total circulation for 2020: 200

**GENERAL INFORMATION**

**20. Requirements for Advertising Acceptance:** Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the health care profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.

**21. New Product Releases:** Yes

**22. Editorial Research:** Once a year

**23. Ad Format and Placement Policy:**

- a) **Format:**
  - 1. between articles \_\_\_X\_\_\_
  - 2. welled \_\_\_\_\_
  - 3. stacked \_\_\_\_\_
  - 4. within articles \_\_\_\_\_

b) **Are ads rotated?:** Yes

**24. Ad/Edit Information:** 30/70 Ad/Edit Ratio

**25. Value-Added Services:** Bonus distribution

**26. Full-Text Online:** ATHLETIC TRAINING & SPORTS HEALTH CARE offers full-text articles online at its Web site, [Healio.com/ATSHC](http://Healio.com/ATSHC). This valuable tool allows subscribers unlimited access to every article in each issue, providing them with an online reference for current articles, as well as archived articles. In addition, non-subscribers may obtain full-text articles on a pay-per-view basis.

**27. Reprint Availability:** Yes; email [scsreprints@sheridan.com](mailto:scsreprints@sheridan.com).

**28. Publisher's Liability:** The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond the Publisher's control.

**29. Indemnification of Publisher:** In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the publication, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.

**30. Competitor Information:** ATHLETIC TRAINING & SPORTS HEALTH CARE does not accept advertisements that contain competitor(s) names, publication covers, logos or other content.

**31. Advertorials:** In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "ADVERTORIAL" or "ADVERTISEMENT" will be prominently displayed in 10 point black type in ALL CAPS at the center top of the ad.

**32. Billing Policy:** Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

**INSERT AND BRC INFORMATION**

**33. Availability and Acceptance:**

- a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are limited to three per issue. Short-cut or gatefold inserts are accepted.
- b) **Acceptance:** A sample of the insert must be submitted to the Publisher for approval.

**34. Insert Charges:** Furnished inserts billed at black-and-white space rate at frequency earned. Commissionable.

**35. Insert Sizes and Specifications:**

No. of Pages	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

All inserts to be full size, supplied untrimmed, printed, folded (except single leaf), and ready for binding. Varnished inserts are accepted at the Publisher's discretion. Inserts are jogged to head.

**36. Trimming:** Ship folded. Supply size: 8¼" x 11⅞". Trim size: 8⅞" x 10⅞". Trimming of oversized inserts will be charged at cost. Keep live matter ¼" from trim edges and ⅜" from gutter trim. Book is jogged to head. Head, foot, and outside edge trim ⅛".

**37. BRCs:**

- a) **Pricing:** Contact your sales representative for pricing.
- b) **BRC Specifications:** 3½" x 5" minimum to 4¼" x 6" maximum, perforated with ½" lip (from perforation) for binding. Add ⅛" for foot trim. Cardstock minimum: 75# bulk or higher.

**38. Quantity:** Full run – 500 (estimated). Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.

**39. Shipping:** Inserts must be shipped in cartons and have publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and SLACK will not be responsible for shortages on press.

**AD REQUIREMENTS**

**40. Available Advertising Unit Sizes:**

	Non-bleed Sizes		Bleed Sizes*	
	Width	Height	Width	Height
Full Page Spread	15¾" x	10⅜"	16½" x	11⅞"
Full Page	7⅞" x	10⅜"	8⅜" x	11⅞"
½ Page (Horizontal)	7⅞" x	4¾"	8⅜" x	5½"
½ Page (Vertical)	3⅜" x	10⅜"	4⅞" x	11⅞"
¼ Page	3⅞" x	5"		

Trim size of Journal: 8 ⅞" x 10 ⅞"

\*Bleed ads use non-bleed sizes for live area. If in doubt about size, contact the SLACK office.

To view thumbnails of ad spaces, visit [Healio.com/slackadspecs](http://Healio.com/slackadspecs).

**41. Paper Stock:**

- a) **Inside pages:** 70 lb. Gloss
- b) **Covers:** 80 lb. Gloss

**42. Type of Binding:** Saddle-stitched

**43. Digital Ad Requirements:** For specifications, go to [Healio.com/slackadspecs](http://Healio.com/slackadspecs).

**Color Proofs:** One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.

**If only color lasers are furnished, color match on press cannot be guaranteed.**

**Note:** Spread ads should be sent as a one-page file.

**Ad File Submission:** Electronic files must be submitted as a high-resolution, print ready PDF. Minimum 300 dpi. Ads are accepted on CD/DVD, via email or uploaded to the SLACK ftp site. Contact the sales administrator for ftp instructions.

**44. Disposition of Materials:** Digital files will be held one year from date of last insertion and then destroyed.

**CONTACT INFORMATION**

**Insertion Orders and Ad Materials:**

**Jennifer Carroll**  
 ATHLETIC TRAINING & SPORTS HEALTH CARE  
 6900 Grove Road  
 Thorofare, NJ 08086 USA  
 856-994-9909 x323  
[jcarroll@healiostrategicsolutions.com](mailto:jcarroll@healiostrategicsolutions.com)

**Send inserts and BRCs to:**

**Lisa Harrold**  
 ATHLETIC TRAINING & SPORTS HEALTH CARE  
 Sheridan Press  
 450 Fame Avenue  
 Hanover, PA 17331