



# Classified Advertising Information and Options

jbjsjobs.org

Monthly Print Publication



**NEW IN 2010:**

**JBJS Multi Media Partnerships**

**Videos | Podcasts | *and more***



Direct all inquiries and material to:

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The Journal of Bone & Joint Surgery  
20 Pickering Street  
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Advertisement(s) run simultaneously in print and online. Advertising in print is required.

**OPTION 1:** Online job listing searchable by keywords, location, job title, etc.

**“FEATURED JOB” OPTION 2:** Leverage this premier space on the job-seeker’s side of the jbjsjobs.org. Job-seekers click on the highlighted portion and are brought directly to your posting.

**WEB SITE BANNER ADVERTISING:** YOUR company logo posted in the premier “Advertisement” section throughout jbjsjobs.org, bringing job seekers to your company web site.

**FULL ACCESS RESUME BANK:** Resume database access. Recruit from a highly qualified, highly targeted orthopaedic audience! Easy online management. Automatic email notification when job seekers match your search criteria.

**STREAMING VIDEO PARTNER:** Reach highly engaged surgeons upgrading their skills. Compliments of your company allows surgeons to view video at no charge. Company name and url link is displayed next to video the entire play time. Company recognition is noted on table of contents page in the print journal.

**PODCASTS:** Reach surgeons on the move and get your message heard on our monthly podcasts; 30- 60-second ads at the beginning and end of each podcast.

**IMAGE QUIZ:** Reach surgeons reading case studies. A popular monthly challenge for our readers.

### Additional Information:

**AD PLACEMENT:** Advertisements are placed according to “category” chosen on order form, if a category is not chosen, your ad will be placed within “other” category.

**ACCEPTABLE MATERIAL:** PDF with fonts embedded, black and white or CMYK. Material submitted as a Word document or a PDF submitted without fonts embedded will incur a one time set-up charge of \$25.00.

Logos in TIF format, resolution of 300 dpi. Note: All images must be clear and sharp for reproduction purposes.

**UNACCEPTABLE MATERIAL:** Salary stated in dollar amounts.

**APPROVAL:** All advertisements are subject to Editor approval.

**BILLING:** At time of publication; payment payable upon receipt. AMEX/VISA/MC accepted.

**SHORT-RATE/REBATE:** Advertisers contracting/scheduling for a specific frequency rate\* who do not meet that frequency rate within the contract period will be short-rated. Advertisers exceeding their contracted/scheduled frequency rate will be rebated accordingly.

\*Frequency rate equals number of ads placed within the *calendar* year.

**CANCELLATION:** Must be made in writing by the 5th of the previous month.

<b>ISSUE:</b>	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
<b>DEADLINE DATES:</b>	12/11/09	1/12/10	2/9/10	3/12/10	4/12/10	5/10/10	6/11/10	7/9/10	8/10/10	9/10/10	10/12/10	11/8/10