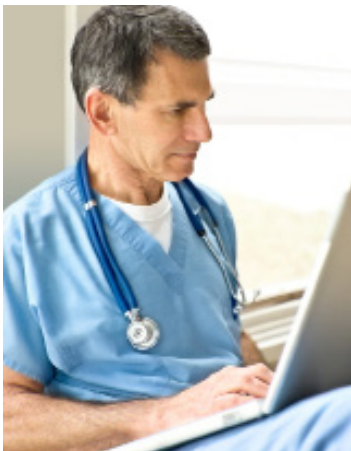


Print & Online Combo Packs

Reach Orthopaedic Surgeons in Print and Online

Some 97% of JBJS' 35,650 print subscribers report reading the Journal at least once per month while 72% report accessing JBJS' online properties at least monthly.

» To ensure your recruitment advertisements reach all demographics, JBJS Jobs offers budget-friendly upgrade rates and frequency discounts for adding print ads to your online recruitment campaigns.



BASIC COMBO PACK

Includes BASIC, searchable online listing plus print.

Print Ad Size	1x Frequency*	3x Frequency*	6x Frequency*	9x Frequency*
1/8-page	\$580	\$560	\$550	\$540
1/4-page	\$920	\$890	\$870	\$850
1/2-page	\$1,730	\$1,710	\$1,690	\$1,670
1 page	Contact for pricing			

FEATURED COMBO PACK

Includes FEATURED online listing with highlighting and search prominence.

Print Ad Size	1x Frequency*	3x Frequency*	6x Frequency*	9x Frequency*
1/8-page	\$680	\$670	\$660	\$650
1/4-page	\$1,025	\$995	\$975	\$950
1/2-page	\$1,825	\$1,780	\$1,775	\$1,750
1-page	Contact for pricing			

TARGETED COMBO PACK

Includes BASIC online listing and targeting to JBJS Network by subspecialty content and geography.

Print Ad Size	1x Frequency*	3x Frequency*	6x Frequency*	9x Frequency*
1/8-page	\$750	\$730	\$720	\$715
1/4-page	\$1,120	\$1,090	\$1,070	\$1,045
1/2-page	\$1,990	\$1,875	\$1,850	\$1,830
1-page	Contact for pricing			

FEATURED/TARGETED COMBO PACK

Includes FEATURED online listing and targeting to JBJS Network by subspecialty content and geography

Print Ad Size	1x Frequency*	3x Frequency*	6x Frequency*	9x Frequency*
1/8-page	\$800	\$780	\$770	\$765
1/4-page	\$1,180	\$1,145	\$1,120	\$1,095
1/2-page	\$1,940	\$1,910	\$1,890	\$1,865
1-page	Contact for pricing			

*Print rates are per placement for black & white ads and include corresponding online placements for 30 days. Online advertisements are limited to a maximum of three positions and require approval from JBJS. Additional frequency discounts available for 12x, 15x, 18x, 21x, and 24x print placements. For color add: \$480 for 1/4-page, \$965 for 1/2-page and \$1,450 for full page (no color available on 1/8-page ads).

The ideal fit for search firms.

Online-Only Options

BASIC PACKAGE

Be certain your opportunities will be seen by the largest, most influential audience of orthopaedic surgeons.

- » Searchable online listing at jbjsjobs.org.
- » 30-day duration
- » Create a company profile and upload a logo to appear with listings.
- » Classify for easy search according to geography, subspecialty, level, type, education, and salary.
- » Syndication through Indeed.com and SimplyHired.com.
- » Inclusion in e-mail alerts to Job Seekers.

Single Listing: \$560 Three Pack: \$1,630 Six Pack: \$3,195 Nine Pack: \$4,735

FEATURED PACKAGE

Make your opportunity stand out from the crowd.

- » Includes all BASIC features *plus* search prominence and highlighting on jbjsjobs.org.

Single Listing: \$650 Three Pack: \$1,900 Six Pack: \$3,780 Nine Pack: \$5,645

TARGETED PACKAGE

No other orthopaedic job board offers this capability.

- » Includes all BASIC features *plus* syndication throughout the JBJS Network of websites, which includes JBJS.org, JBJS Case Connector, and JBJS Essential Surgical Techniques
- » Choose up to three (3) subspecialty content targeting options from list provided online so that your ad is displayed next to relevant content.

Single Listing: \$700 Three Pack: \$2,040 Six Pack: \$4,075 Nine Pack: \$6,175

FEATURED/TARGETED COMBO PACK

Best value/max reach to JBJS audience

- » Includes all BASIC, FEATURED *and* TARGETED features combined.

Single Listing: \$760 Three Pack: \$2,200 Six Pack: \$4,375 Nine Pack: \$6,600

TRAFFIC STATISTICS

- » [Jbjsjobs.org](http://jbjsjobs.org): 2,330 average monthly visitors (2,000 unique) and 8,000 average monthly page views
- » JBJS Network (for targeted job options only): 276,594 average monthly visits (206,984 unique) and 651,109 average monthly page views



More Recruitment Tools from JBJS

BANNER ADVERTISING ON jbjsjobs.org

Expand your brand reach with display ads.

- » Investment: \$250 for 30-day duration
- » 234 x 60 pixels
- » Submit as GIF with URL

RESUME BANK ACCESS

Build your database of candidates by mining the jbjsjobs.org resume bank; inactive resumes are purged regularly.

- » Investment: \$75 for 30-days of access

2012 Issue/Ad Material Due Dates for Recruitment Campaigns with Print Upgrades

Issue	Materials Due	Bonus	Issue	Materials Due	Bonus
Jan 4	Dec 12		Jul 3	Jun 12	
Jan 18	Dec 23	AAOS Advance Meeting Issue	Jul 18	Jun 26	
Feb 1	Jan 12	AAOS Annual Meeting Bonus Distribution	Aug 1	Jul 11	
Feb 15	Jan 25		Aug 15	Jul 25	
Mar 7	Feb 14		Sep 5	Aug 14	ASSH Annual Meeting Bonus Distribution
Mar 21	Feb 29		Sep 19	Aug 28	
Apr 4	Mar 14		Oct 3	Sep 12	
Apr 18	Mar 28		Oct 17	Sep 26	NASS Annual Meeting Bonus Distribution
May 2	Apr 11	Readex Free Ad Test Study	Nov 7	Oct 17	
May 16	Apr 25	AANA Bonus Distribution	Nov 21	Oct 31	
Jun 6	May 15		Dec 5	Nov 8	
Jun 20	May 30		Dec 19	Nov 28	

Print Ad Specifications

- 1/8-page: 3 - 7/16" x 2 - 7/16"
- 1/4-page: 3 - 7/16" x 4-1/2"
- 1/2-page vertical: 3-7/16" x 9-1/4"
- 1/2-page horizontal: 7 1/8" x 4-1/2"
- Full page: 7 1/8" x 9-1/4"

Material Submission Guidelines

- Acceptable Material: PDF with fonts embedded, black and white or CMYK. Logos in TIF format at 300 dpi resolution. All other material will incur a one time set-up charge of \$25.00.
- Unacceptable Material: Salary stated in dollar amounts.
- Approval: All advertisements are subject to approval.
- Cancellation: Required in writing by issue deadline date.