

Reconstructive REVIEW

2020 Advertising Information & Costs



OFFICIAL JOURNAL OF THE
JOINT IMPLANT SURGERY & RESEARCH FOUNDATION

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- **Extend the life of your ad**
- **Target ad content to specific articles**

Optimizing Ad Longevity

To optimize their effective life in Reconstructive Review, **advertisements are included in articles that are published and indexed for search** in Abstract, PDF and HTML views. Advertisements are also included in the full-volume PDF. All full-volumes and **articles (with the advertisements) are archived and available indefinitely** on Reconstructive Review extending the useful life of advertisements for years.

Targeting Ads to Articles

At Reconstructive Review **advertisers receive an updated list of articles that have been published** - example list is on the back. The list shows each article's title, date of publication, and total number of views. Advertisers will also receive email updates as new articles are accepted for publication. This **allows advertisers to decide which articles to advertise in and the ability to target their ad content** to specific articles.

Circulation and Article Views

The most viewed article has been seen over 30,000 times since it was published in late in 2014. Reconstructive Review is generating thousands of views for a majority of articles published.

- Reconstructive Review was created in strategic alliance with the International Congress for Joint Reconstruction (ICJR). Published issues are posted on the [ICJR website](#) making them available to their 10,000+ registered members.
- Our growing mailing list means the publication email alerts are sent 1,800+ subscribers.
- Links to the Journal are also available on the websites of the [Asia Pacific Arthroplasty Society \(APAS\)](#), [California Orthopaedic Association](#), and [Joint Implant Surgery and Research Foundation](#).



Published in:
Vol 3 No 1 (2013)
9,764 Views, Cited by 36

Markets Served

Orthopaedic surgeons, residents, osteopaths (70% clinicians, 30% industry personnel).

Ad Costs & Specs

\$500 per article - Includes 1 Full Page Ad, 1 Large HTML & Abstract Banner

\$250 per article - Includes 1 Half Page Ad, 1 Medium HTML & Abstract Banner

Costs are for 3 months, billed quarterly, discounts for advertising in multiple articles.

Advertisements are placed within article abstracts, PDF and HTML views, as well as the full-volume PDF. **All ads come in full color with outbound links** (example: <https://doi.org/10.15438/r.7.4.198>).

Article PDF

File formats: PDF, TIF, JPG - no bleeds (images should be at least 300 dpi). Sizes shown width by height.

Full Page Ad 7.25" x 9.25"

Half Page Horizontal Ad 7.25" x 4.25"

Article Abstract & HTML

File formats: JPG, GIF, PNG (must be at least 72 dpi). Sizes shown width by height.

Article HTML

Large Banner 800 x 400 pixels

Medium Banner 800 x 200 pixels

Article Abstract

Large Banner 600 x 400 pixels

Medium Banner 600 x 200 pixels

Questions

Please send to David Faroo, JISRF, 46 Chagrin Shopping Plaza, #117, Chagrin Falls, Ohio 44022; or email to media@jisrf.org

Example List for Advertisers

At Reconstructive Review **advertisers receive an updated list of articles that have been published, below is an example.** With this information advertisers decide which article (over 160 titles) to target and what article view will provide the best exposure.

Title	Date Published	Total Views
Incision Length in Small Incision Total Knee Arthroplasty: How Long of an Incision Is Needed?	5/3/15	17051
Diagnosing and Treating Popliteal Tendinopathy After Total Knee Arthroplasty	4/17/17	16411
SuperPATH® Minimally Invasive Total Hip Arthroplasty - An Australian Experience	7/15/16	13749
Osteoarthritis or Osteoarthrosis: Commentary on Misuse of Terms	4/17/17	13445
Patient Specific Component Alignment in Total Hip Arthroplasty	12/30/16	10140
Periprosthetic Distal Femur Fractures: Review of Current Treatment Options	1/15/18	7656
Bio-Occlusive Gauze with Tegaderm: A Dressing for Surgical Wounds in Primary THA and TKA	1/15/18	6700

JISRF/Reconstructive Review Advertising Policies

Reconstructive Review accepts advertising for the journal, its website, and email publication alerts. Acceptable ads are relevant to the orthopaedic industry, specifically reconstructive arthroplasty. The appearance of advertising does not indicate or imply endorsement of the advertised company or product, nor is advertising ever allowed to influence editorial content. For more information on advertising in Reconstructive Review please email media@jisrf.org.

Advertising Acceptance

1. Reconstructive Review has the right to refuse any advertisement that, in its sole discretion, is incompatible with its mission or inconsistent with the values of members, the publication/web site or the organization as a whole, and to stop accepting any advertisement previously accepted. Ads are subject to review by the Editor-in-Chief and the Managing Editor.
2. Advertisements new to Reconstructive Review may require pre-approval before they can appear.
3. Advertisers may be required to submit supporting documentation to substantiate claims. For products not regulated by the FDA or other government agency, technical and/or scientific documentation may be required.
4. Ads for products not approved by the FDA that make any kind of health claims must carry the following disclaimer: "These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease."
5. While Reconstructive Review welcomes and encourages information-rich advertising, advertisements, advertising icons and advertiser logos must be clearly distinguishable from editorial content and may require special labeling to distinguish them as such.
6. In Reconstructive Review the intentional placement of advertising adjacent to articles discussing the company or product that is the subject of the ad is prohibited.
7. The full rules for any market research or promotion associated with an advertisement must be displayed in the ad or available via a prominent link.
8. The following online advertising formats are prohibited:
 - Pop-ups and floating ads.
 - Advertisements that collect personally identifiable information from visitors without their knowledge or permission.
 - Ads that extend across or down the page without the visitor having clicked or rolled-over the ad.
 - Ads that send visitors to another site without the visitor having clicked the ad.

Reconstructive Review's published advertising policies are not exhaustive and are subject to change at any time without notice.

About JISRF

Reconstructive Review is the official journal of the Joint Implant Surgery & Research Foundation. JISRF specializes in clinical and surgical orthopedic study groups, and product development for the advancement of total hip, knee, and shoulder surgery. The Foundation has a long rich history in the area of total hip, total knee, patella-femoral and total shoulder reconstructive surgery.

Founded in 1971 by Professor Charles O. Bechtol, MD, JISRF's mission has remained the same - to operate for scientific purposes by conducting research into the continuous improvements of medical and surgical methods and materials, with the ultimate goal of preserving and restoring the joints of the human body and associated structures which are threatened or impaired by defects, lesions, or diseases.

For more information about JISRF please visit our website at jisrf.org.

