



The Journal of the American Osteopathic Association

Established 1901



2019-2020 MEDIA KIT



CONTENT

The Journal of the American Osteopathic Association (JAOA)
is the official scientific publication of the American Osteopathic Association, as well as the premier scholarly, peer-reviewed publication of the osteopathic medical profession.

Vitamin D Deficiency, Its Role in Health and Disease, and Current Supplementation Recommendations, May 2017, Vol. 117, 301-305. doi:10.7556/jaoa.2017.055

As seen in . . .

**Modern
Healthcare**



CONTENT

The *JAOA* publishes original investigations, current reviews and meta-analyses with expert critical viewpoints, and didactic discourses in a wide variety of clinical fields.

The *JAOA* is particularly interested in research articles that reflect osteopathic medicine's traditional emphasis on the role of the musculoskeletal system in health and disease.

Effects of Group Fitness Classes on Stress and Quality of Life of Medical Students
November 2017, Vol. 117, e17-e25. doi:10.7556/jaoa.2017.140

As seen in . . .
People



AUDIENCE

Doctors of Osteopathic Medicine, or DOs, are one of two types of fully-licensed physicians in the U.S. DOs practice their patient-centered philosophy of medicine in every medical specialty. Classically trained physicians, DOs receive additional instruction in Osteopathic Manipulative Treatment and use this tool to help diagnose, treat and prevent illness and injury.

The AOA represents over 145,000 DOs and Osteopathic Medical Students in the United States.

First-Time Sports-Related Concussion Recovery: The Role of Sex, Age, and Sport
October 2017, Vol. 117, 635-642. doi:10.7556/jaoa.2017.120

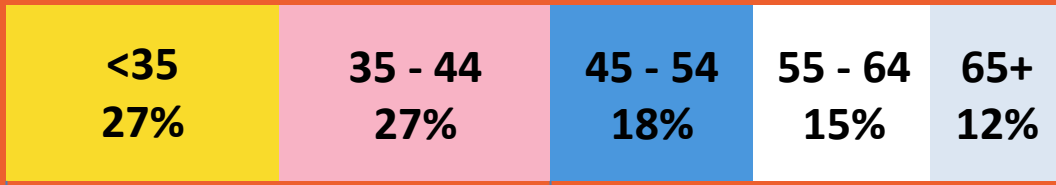
As seen in . . .

WebMD[®]



AUDIENCE

YOUNG AND GROWING
DO Population – age distribution



54%

under age of 45

Receive, read or review the *JAOA* occasionally

51.5%

Receive, read or review the *JAOA* regularly

31.2%

*Emergency Health Care Professionals' Understanding of the Costs of Care in the
Emergency Department; June 2017, Vol. 117, 359-364. doi:10.7556/jaoa.2017.073*

As seen in...
Forbes



CIRCULATION

Print

4k+

print subscriptions

12

issues per year

Digital

140k+

eAlert subscribers

112k+

monthly sessions

Social

25k+

facebook followers
(AOA)

2k+

twitter followers



1. Social numbers updated as of September 2019.
2. JAOA print circulation (September 2019).
3. Digital metrics based on Google Analytics (September 2019).

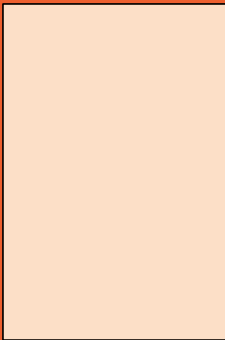
RATES

Print Rates

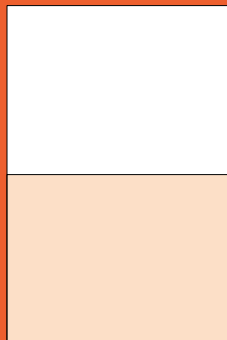
	1x	3x	6x
1- page	\$1,000	\$970	\$940
½-page	\$650	\$625	\$600
⅓-page	\$550	\$530	\$510
¼-page	\$475	\$460	\$445
2 nd cover	\$1,250	\$1,200	\$1,150
3 rd cover	\$1,050	\$1,000	\$950
4 th cover	\$1,350	\$1,250	\$1,150
Belly-band	\$3,000	N/A	N/A

Ad Specifications

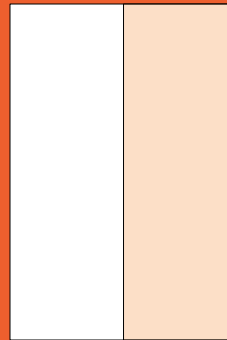
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⅓-page	4.625 in.	4.65 in.	N/A	N/A
¼-page	3.25 in.	4.50 in.	N/A	N/A



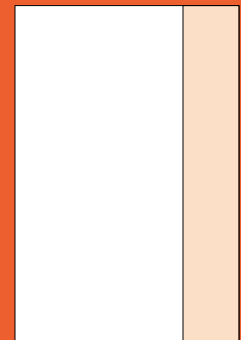
Full page



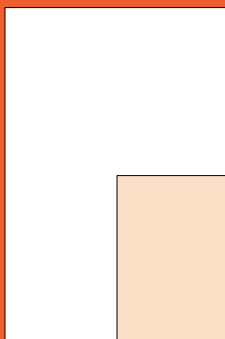
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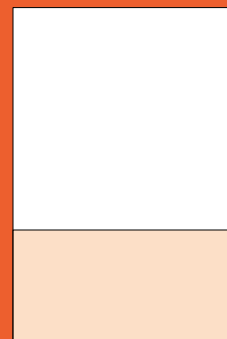
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Quarter page-vertical



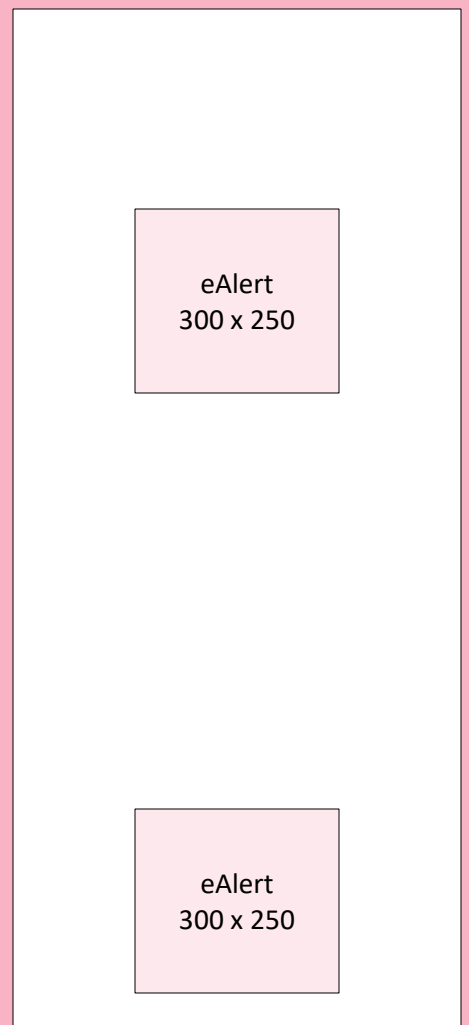
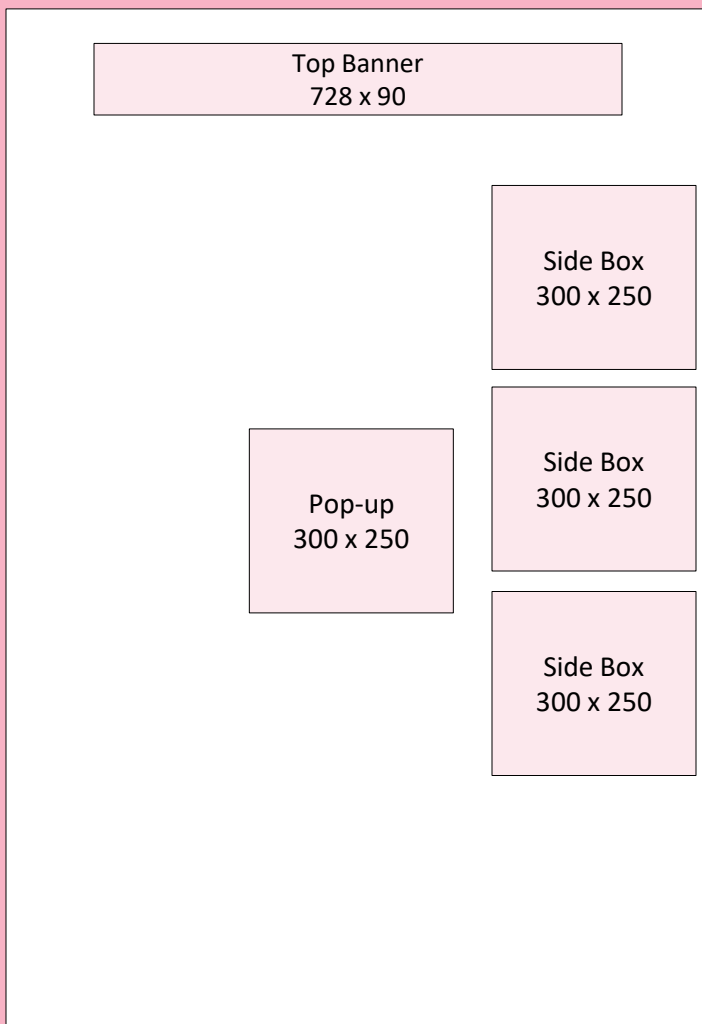
Quarter page-square



Third page-horizontal

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For rates, email mpitman@bulletinhealthcare.com	Size
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Product Information

Rates Effective January 2019

General Information

American Osteopathic Association
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ads@osteopathic.org
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Mission

The *JAOA's* mission is to serve as an international forum for the dissemination of scientific literature that incorporates an integrative, comprehensive, patient-centered approach to clinical care and improving health.

Content

The *JAOA* publishes original investigations, current reviews and meta-analyses with expert critical viewpoints, and didactic discourses in a wide variety of clinical fields. The *JAOA* is particularly interested in research articles that reflect osteopathic medicine's traditional emphasis on the role of the musculoskeletal system in health and disease. *The Journal* also publishes medical education and special communication articles, as well as other clinically relevant pieces. Articles and letters on controversial topics may—at the editor in chief's discretion—be published in the *JAOA*, provided that all sources are clearly identified.

EDITORIAL CONTENT

The Journal of the American Osteopathic Association (JAOA) is the osteopathic medical profession's leading peer-reviewed scientific journal. It publishes articles by osteopathic physicians and other scientists on research, evidence-based osteopathic medicine, clinical practice, and medical education.

Most issues of the *JAOA* provide two AOA Category 1-B credits to DOs who pass the *JAOA's* CME quizzes. DOs who do not take the quizzes can earn 0.5 AOA Category 2-B credits for each issue they inform the AOA they have read.

The *JAOA* is indexed by the National Library of Medicine. Its editorial acceptance rate is approximately 50%. Special issue annually: Education (April).

Advertising Policies

ACCEPTANCE OF ADVERTISING COPY

Advertising is accepted at the sole discretion of the AOA. Advertising copy must be approved by the AOA. Submit copy for approval to ads@osteopathic.org. Allow 15 working days for review of all new products.

CLOSING DATE FOR SPACE RESERVATION

First of the month proceeding the month of issue. Any orders canceled after the closing dates are subject to full space charges for the space reserved, including premium-position charges. All verbal cancellations must be followed with written confirmation. Please call to confirm the AOA's receipt of all cancellation notifications.

COMMISSION AND TERMS

15% to recognized agencies.

PLACEMENT OF ADVERTISING

Advertising is interspersed throughout the editorial copy.

EDITORIAL-ADVERTISING RATIO

At least 75% editorial content.

PAYMENT

Payment must be made by check or credit card before the ad is published.

E-MAIL ADVERTISING

To advertise in the *JAOA's* monthly electronic table of contents (eTOC), e-mail ads@osteopathic.org.

SPECIAL SERVICES AND ADVERTISING PROGRAMS

For targeted marketing programs, reprints, outserts (piggybacks), and bellybands, email ds@osteopathic.org.

Circulation

CIRCULATION

Qualified recipients of the *JAOA's* print editions include osteopathic family physicians, general practitioners, general internists, internal medicine subspecialists, pediatricians, obstetricians and gynecologists, and specialists in osteopathic manipulative treatment.

BLEED ADVERTISEMENTS

Keep live matter and functional art ½ inch within trim size of page. Trim size is 7 ⅞ × 10 ⅞ inches.

PAPER STOCK

Cover: 80-lb basis white gloss enamel
Body: 45-lb basis white gloss enamel

REPRODUCTION REQUIREMENTS

Standard web offset press (SWOP) for CMYK output. The *JAOA* prefers press-quality PDF files with .125 inch bleed (if applicable), crop marks and fonts embedded. The *JAOA* also accepts files in the following formats: QuarkXPress, Adobe InDesign, Adobe Illustrator. Packaged files should contain collected fonts and links to artwork.

Allow ⅜-inch head and foot trim, ⅜-inch outside edge trim, and ⅜-inch gutter trim. Keep live matter and functional art ½ inch within trim. Inserts smaller than trim size will not be accepted. Inserts wider than 8 ½ inches are subject to mechanical charges for pretrimming. All technical charges are noncommissionable. For requirements for inserts of six or more pages, e-mail ads@osteopathic.org.

QUANTITY FOR INSERTS

Before printing inserts, request exact quantity from the AOA.

DISPOSITION OF PRINTED MATERIALS

Extra materials are held for 120 days. If no instructions are received before 120 days, materials will be destroyed.

SHIPPING INSTRUCTIONS

All contracts, insertion orders and instructions should be emailed to ads@osteopathic.org or shipped to:

The Journal of the American Osteopathic Association (JAOA)

American Osteopathic Association
142 E. Ontario St., Chicago, IL 60611

All digital files, inserts, proofs, and other digital and printed materials should be shipped to:

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Established 1901



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