

2019 ADVERTISING OPPORTUNITIES



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About SpineLine

SpineLine is the bimonthly clinical and news magazine of NASS. SpineLine's readers share the common focus of spine care, but represent several medical disciplines, including orthopedic surgery, neurosurgery, anesthesiology, physical medicine and rehabilitation/physiatry, and pain management/medicine. SpineLine's circulation consists of NASS members as well as a select group of spine-related professionals. SpineLine offers:

- » A circulation of more than 9,000 spine care professionals.
- » Subscribers in more than 101 countries/sovereign states, with 75% residing in the U.S.
- » Quality editorial coverage on current spine care topics written by leading professionals.
- » Features and columns such as Invited Reviews, Curve/Countercurve, Spine in Sports, Literature Commentary, Coding Q&A, Regulatory Policy and Advocacy Update.
- » Distribution at several industry conferences and trade shows including the NASS Annual Meeting.

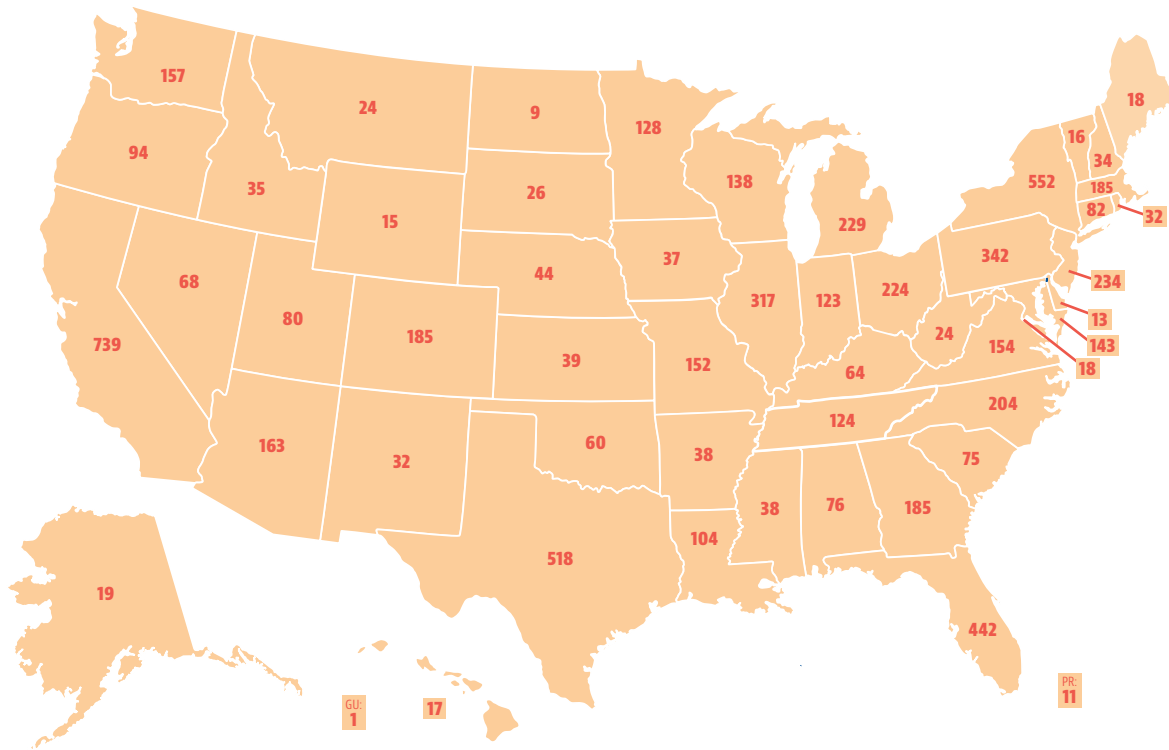


Topics for 2019

SpineLine educates and informs readers about medical, ethical and policy matters in the field of spine and health care. Following are surgical and medical topics planned for upcoming issues.

- Implanting pedicle screws without bacteria
- Osteoporosis and instrumentation
- Imaging corner: Case presentations (with Images) and innovations
- Opioids update
- Spine pain treatment (updates on cannabidiol/medical marijuana)
- Spine in sports (profiles or collaboration in team sports medicine)

U.S. SpineLine Subscribers by State



Subscribers by Specialty/Occupation

Physician – Anesthesiologist	248
Physician – Radiologist	84
Physician – Emergency Medicine	6
Physician – Family Medicine	16
Physician – Internist	23
Physician – Neurologist	28
Physician – Neurosurgeon	2266
Physician – Orthopedic Surgeon	4411
Physician – Other Specialty	67
Physician – Otolaryngologist	2
Physician – Pediatrician	1
Physician – Psychiatry/Rehabilitation Medicine	976
Physician – Preventative/Occupational Medicine	7
Physician – Psychiatrist	5
Physician – Surgeon (General Surgery)	5
Physician – Thoracic Surgeon	1
Physician – Vascular Surgeon	2
Allied Health Professional – Other	10
Athletic Trainer	1
Attorney	1
Audiologist	1
Chiropractor	136
Coding Professional	34
Consultant	6
Corporate Executive	8
Engineer	15
Marketing/Sales Professional	4
Media/Press	2
Medical Assistant	1
Medical Student	155
Neurophysiologist	14
Nurse	46
Nurse Practitioner	82
Office/Practice Administrator	19
Other	79
Physical/Occupational Therapist	76
Physician Assistant	205
Psychologist	11
Research Assistant	7
Researcher	154
Surgical Assistant	10
Total	9,225

International Subscribers by Country/Sovereign State

Afghanistan	1	Hong Kong	8	Peru	21
Argentina	33	Hungary	1	Philippines	17
Armenia	1	India	134	Poland	20
Australia	76	Indonesia	21	Portugal	30
Austria	18	Iran, Islamic Republic of	9	Qatar	19
Bahamas	1	Iraq	23	Romania	5
Bahrain	6	Ireland	11	Russian Federation	11
Bangladesh	4	Israel	28	Saudi Arabia	57
Barbados	1	Italy	32	Scotland	2
Belarus	2	Jamaica	3	Serbia	4
Belgium	16	Japan	110	Singapore	27
Belize	1	Jordan	8	South Africa	15
Bolivia	2	Kenya	5	Spain	40
Brazil	251	Korea, Republic of	84	Sri Lanka	3
Brunei	1	Kuwait	5	Sudan	13
Canada	155	Lebanon	6	Sweden	8
Cayman Islands	2	Libya	1	Switzerland	36
Chile	23	Luxembourg	1	Syrian Arab Republic	1
China	152	Malaysia	10	Taiwan	47
Colombia	25	Mexico	112	Thailand	21
Costa Rica	3	Moldova	1	Tunisia	1
Denmark	8	Monaco	2	Turkey	25
Dominican Republic	10	Morocco	6	UAE	23
Ecuador	6	Myanmar	4	UK	138
Egypt	23	Nepal	9	Ukraine	5
El Salvador	2	Netherlands	27	Uzbekistan	1
Faroe Islands	1	New Zealand	12	Venezuela	1
Finland	8	Nicaragua	1	Vietnam	21
France	24	Nigeria	23	Yemen	1
Germany	70	Norway	5	Zimbabwe	1
Ghana	3	Oman	17		
Greece	10	Pakistan	52		
Guatemala	7	Palestine	1		
Guinea	1	Panama	8		
Honduras	3	Paraguay	1		

US Subscribers	6,880
International Subscribers	2,345
Total Subscribers	9,225

Data as of November 1, 2018; includes print and online subscribers.

SpineLine Display Advertising

Note: Premium positions are available exclusively to full schedule advertisers. Contact Jeff McCollian at jmccollian@spine.org or 630-230-3654 for rates.

Rates

Position/Size	Jan/Feb, Mar/Apr, May/Jun, Jul/Aug, Nov/Dec Issues	Preshow Issue with Bonus Distribution (Sept/Oct Issue)
Back Cover	\$2,475	\$3,800
Inside Covers (2 positions)	\$2,150	\$3,550
Opposite TOC (2 positions)	\$2,150	\$3,550
Full-page	\$1,700	\$3,075
Half-page	\$1,025	\$1,650
Classified ad: Quarter-page B&W	\$525	\$525

Ad rates are based on four-color process unless noted otherwise.

Closing Dates

Issue	Insertion Deadline	Materials Deadline
January/February	November 19, 2018	December 3, 2018
March/April	January 21, 2019	February 1, 2019
May/June	March 18, 2019	April 1, 2019
July/August	May 20, 2019	June 3, 2019
September/October	July 3, 2019	July 18, 2019
November/December	September 20, 2019	October 10, 2019

Print Ad Specifications

Display Advertising:

- » Full page: 8½" x 11"; bleed 8¾" x 11¼"
- » Half page: 3⅝" x 9¼" (vertical) or 4⅝" x 7½" (horizontal)—no bleed
- » Ads must be four-color process (CMYK) and provided in a high resolution PDF format with all fonts embedded and no printer marks.

Classified Advertising:

- » Quarter page (black and white only): 3⅝" x 4⅝" (vertical)—no bleed
- » Classified ads should be in high resolution PDF format with all fonts embedded and no printer marks.

Ad Submission

Submit high resolution PDF ad file to Jeff McCollian via email (if file size permits) at jmccollian@spine.org; for larger file, upload to the NASS FTP site at upload.spine.org and select *SpineLine*.

Position

Other than premium positions, placement in *SpineLine* is at editor's discretion. You may request special placement, but no guarantee will be made.

Payment

Payment by check (payable to the North American Spine Society) or credit card is due within 15 days of invoice. Please do not send payment until you have been invoiced.

Cancellation

Cancellation of space reservation with no penalty will be accepted until the materials deadline date.

FDA Requirements

If a device requiring FDA approval is included in your ad, you must indicate the FDA status on insertion order.

Note: NASS reserves the right to refuse any advertising it does not consider appropriate to its audience, or in keeping with the editorial purpose of the magazine and the mission of NASS.



SpineLine Online and Mobile App

SpineLine’s digital edition and mobile app give readers another delivery option and offer a greater focus on advertising. Using in-ad links and video, rectangle ads and blow-in ads, advertisers can generate more visibility for their products.

Value-added Features in SpineLine Online

- » All SpineLine advertisers are included in the online and mobile issues at no additional cost.
- » URLs and email addresses are automatically hot linked.
- » URL click-throughs are all trackable.
- » Links will remain for the life of the digital issue and will be searchable through the archives.

Online Advertising for Print Advertisers

Video in Ad (Positioned in display ad)

Dynamic with video or interactive media	\$790 per issue
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Rectangle Ad (Positioned below the TOC)

Static	\$525 per issue
Dynamic with video or interactive media	\$1,050 per issue

Blow-in Ad (Overlay in tandem with your print ad)

Static	\$370 per issue
Dynamic with video or interactive media	\$525 per issue

Online Ad Specifications

Video in Ad

Refer to the following link: <https://www.spine.org/Documents/Publications/PublisherAdSpecsBrochure.pdf>

Rectangle Ad

- » Static: Image size, maximum width 180 pixels; image type, JPG, GIF, animated GIF; link to advertiser
- » Dynamic: Refer to multimedia link: <https://www.spine.org/Documents/Publications/PublisherAdSpecsBrochure.pdf>

Blow-in Ad

- » Static: Image size maximum width 500 pixels and maximum height 300 pixels; image type, JPG, GIF, animated GIF— 300 dpi; link to advertiser
- » Dynamic: Refer to multimedia link: <https://www.spine.org/Documents/Publications/PublisherAdSpecsBrochure.pdf>

Please note: For video and interactive media, an icon is clicked to play media. Contact Jeff McCollian at jmccollian@spine.org for the latest multimedia ad specifications.

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contents pages links

FRONT COVER
BACK COVER

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26 Literature Review

SOCIOECONOMICS & POLITICS

Click to subscribe

Spine Safety Notices

The North American Spine Society is committed to quality patient care through promotion of patient safety and prevention of medical errors. NASS maintains a variety of government and other resources for patient safety related notices that may be useful to our members. Information from these notices is also published on the NASS Web site at <http://www.spineonline.com/PracticePolicy/Work-Orders/SpineSafetyNoticesDefault.aspx>. This information is provided as a service for information and education only.

DRUG/DEVICE/OTHER	EXPLANATION
Yellow Alert! Drug Safety Labeling Changes	<p>Boniva (ibandronate sodium) tablets</p> <p>The FDA notified health care professionals that the CONTRAINDICATIONS and WARNINGS AND PRECAUTIONS use for Boniva have been updated. The following sentences have been added to the labeling:</p> <p>CONTRAINDICATIONS</p> <ul style="list-style-type: none"> • Alloromolans of the bisphosphonate class which inhibit esophageal emptying such as structure or achalasia. <p>WARNINGS AND PRECAUTIONS (Upper Gastrointestinal Adverse Reactions)</p> <ul style="list-style-type: none"> • Boniva, like other bisphosphonates administered orally, may cause local irritation of the upper gastrointestinal mucosa. Because of these possible irritant effects and a potential for worsening of the underlying disease, caution should be used when BONIVA is given to patients with active upper gastrointestinal problems (such as known Barrett's esophagus, esophageal adenocarcinoma, esophageal strictures, esophageal diverticula, and esophageal anastomoses, especially with healing and stents followed by esophageal strictures or perforations, have been reported in patients receiving treatment with oral bisphosphonates. In some cases, these have been severe and required hospitalization. Physicians should therefore be alert to any signs or symptoms signaling a possible esophageal reaction and patients should be instructed to discontinue BONIVA and seek medical attention if they develop dysphagia, odynophagia, retrosternal pain or new or worsening heartburn. • The risk of severe esophageal adverse reactions appears to be greater in patients who lie down after taking oral bisphosphonates and/or who fail to swallow it with the recommended full glass of water and/or who continue to take oral bisphosphonates after developing symptoms suggestive of esophageal irritation. Therefore, it is very important that the full dosing instructions are provided to, and understood by, the patient. In patients who cannot comply with dosing instructions due to mental disability, therapy with BONIVA should be used under supervision. • There have been post-marketing reports of gastric and duodenal ulcers with oral bisphosphonate use, some severe and with complications, although no increased risk was observed in controlled clinical trials. <p>Caution</p> <ul style="list-style-type: none"> • The risk of severe esophageal adverse reactions appears to be greater in patients who lie down after taking oral bisphosphonates and/or who fail to swallow it with the recommended full glass of water and/or who continue to take oral bisphosphonates after developing symptoms suggestive of esophageal irritation. Therefore, it is very important that the full dosing instructions are provided to, and understood by, the patient. In patients who cannot comply with dosing instructions due to mental disability, therapy with BONIVA should be used under supervision. <p>DRUG/DEVICE/OTHER</p> <p>Concomitant (warfarin sodium) tablets and injection</p> <p>The FDA notified health care professionals that the DOSAGE AND ADMINISTRATION use for Coumadin has been updated. The following sentences have been added to the labeling:</p> <p>DOSAGE AND ADMINISTRATION (oral/Injection)</p> <p>The dose of Coumadin must be individualized by monitoring the PT/INR. Not all factors causing warfarin dose variability are known. The maintenance dose needed to achieve a target PT/INR is affected by:</p> <ul style="list-style-type: none"> • Clinical factors including age, race, body weight, sex, concomitant medications, and comorbidities and • Genetic factors (CYP2C9 and VKORC1 genotypes). <p>Select the starting dose based on the expected maintenance dose, taking into account the above factors. Routine use of loading doses is not recommended as this may increase hemorrhage and other complications and does not offer more rapid protection against clot formation.</p> <p>The patient's CYP2C9 and VKORC1 genotype information, when available, can assist in selection of the starting dose.</p> <ul style="list-style-type: none"> • Take a range of approved Therapeutic Warfarin Doses Based on CYP2C9 and VKORC1 Genotypes (see table). <p>Yellow Alert! Drug Safety Labeling Changes</p> <p>Kanungo (tramadolone extended) immediate release tablets</p> <p>The FDA notified health care professionals that the WARNINGS use for Kanungo has been updated. The following sentences have been added to the labeling:</p> <p>WARNINGS (General)</p> <ul style="list-style-type: none"> • Results from one multicenter, randomized, placebo-controlled study with morphine/hydrocodone bismorphine, an extended-release formulation, showed an increase in early (at 1 month) and late (at 6 months) mortality in patients with overall disease who were administered not to have other clear indicators for continued treatment. High doses of systemic opioids, including Kanungo, should not be used for the treatment of patients with brain injury.

46 SPINELINE MARCH / APRIL 2010

Video in Ad

YOUR RECOMMENDATION TO A COLLEAGUE

is the most powerful and effective recruitment method.

MEMBER-GET-A-MEMBER CAMPAIGN

HELP NASS ACHIEVE THE 2010 MEMBER-GET-A-MEMBER CAMPAIGN GOAL OF ATTRACTING 100 NEW MEMBERS!

NASS membership is open to all spine care physicians and health care professionals with an active interest in spine care and offers a variety of benefits for everyone in your office!

Who is eligible for NASS membership?

- Operative and Nonoperative Physicians
- Allied Healthcare Professionals including Physician Assistants and Nurse Practitioners
- Residents/Fellows
- Coding Professionals
- Individuals involved in spine research/development

As an added incentive, for each member you refer who completes the application process, you will receive a \$50 Visa Gift Card.

For more information on the NASS Member-Get-A-Member campaign, call Susan Balluff at (630) 230-3652 or send an e-mail to sballuff@spine.org.

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contents pages links

FRONT COVER
BACK COVER

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30 Literature Review- New From the Journals

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26 Literature Review

SOCIOECONOMICS & POLITICS

Click to subscribe

Rectangle Ad

NASS2017
ORLANDO, FL | OCT. 25-28

Blow-in Ad

Members: Book Now for NASS' 25th Annual Meeting

EXPERIENCE NASS' SPINE EDUCATION & RESEARCH CENTER

NASS2017
ORLANDO, FL OCT. 25-28

SPINELINE search 40 / 52

contents pages links

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22 Radiology Rounds

SOCIOECONOMICS & POLITICS

Click to subscribe

Video Blow-in Ad

NASS Appears in Newsweek

LUMBAR SPINA
COURSES FROM THE NORTH AMERICAN SPINE SOCIETY

SpineLine Electronic Table of Contents

The electronic table of contents is a great way to have your advertisement noticed! Your ad featured in a leaderboard or skyscraper position will be included in the table of contents that is emailed to every subscriber. The email contains the title of every article in that edition of *SpineLine* and a link that will take the reader straight to that article. Two ad positions (leaderboard and skyscraper) are offered per email. Email is sent six times per year in conjunction with the publication of *SpineLine*.

Ad Sizes

Leaderboard Ad

Located at the top of the ETOC. 600 x 90 pixels, file size no larger than 50 kb.

Skyscraper Ad

Located along the right border of the ETOC. 160 x 600 pixels, file size no larger than 50kb.

Ad Rates

Leaderboard or Skyscraper ad: \$1,200 each/issue.

Specs

- » No animation or movement. No pop-ups or roll overs.
- » JPEG file format

If your advertisement contains a white background, **please add a contrasting hairline border around the outside edge.**

Advertiser may provide a URL that allows readers to click through to an internet site of the advertisers choosing. NASS reserves the right to reject an advertisement if the landing page is unacceptable to NASS.

The advertiser is responsible for the creation and production of the advertisement.

NASS cannot accept advertisements for any device or product not cleared by the U.S. Food and Drug Administration for use in the United States.

NASS reserves the right to reject any ad it finds to be objectionable or misleading.

Closing Dates

February 4, April 1, June 3, August 5, September 3, December 2.

Leaderboard

The screenshot displays the SpineLine Electronic Table of Contents (ETOC) interface. At the top, there is a 'Leaderboard' ad for the 'ATTEND THE PREMIER MEETING IN SPINE CARE' event, featuring the NASS 2017 logo (Orlando, FL | OCT. 29-30). Below this is the 'SPINELINE' logo. The main content area lists various articles and sections, including 'Please Tell Us What You'd Like To See in SpineLine', 'Table of Contents', 'Medical Editor's Column', 'President's Column', 'Ethics', 'Value in Spine Care', 'Literature Review Commentary', 'Coding', 'Regulatory Policy', 'Advocacy', and 'NASS News/Member Reports'. On the right side, there is a 'Past Issues' sidebar and a 'Skyscraper' ad that says 'Connect with your peers around the world and get real-time feedback on cases. Join the conversation! spineconnect.com'.

Skyscraper

NASS ON SPINE ELECTRONIC NEWSLETTER

NASS on Spine is a monthly electronic newsletter that contains timely updates and relevant information. Emailed to more than 8,000 spine care professionals, the e-newsletter is distributed during the first week of each month.

Ad Sizes

Leaderboard Ad

Located at the top of the e-newsletter.
600 x 90 pixels, file size no larger than 50kb.

Skyscraper Ad

Located along the right border of the e-newsletter.
160 x 600 pixels, file size no larger than 50kb.

Ad Rates

Leaderboard or Skyscraper ad: \$1,200 each/issue
Purchase five placements (months) in advance and receive the sixth free.

- » Advertiser may choose to allow viewers the ability to click through to an Internet site of the advertiser's choosing. Advertiser must provide the appropriate URL to NASS and NASS has the right to reject an advertisement if the landing page is not acceptable.
- » The Advertiser is responsible for the creation and production of the advertisement.
- » If your ad is created with a white background, **please add a contrasting hairline border around the outside edge.**
- » Advertisement must be static and not include any animation or movement. No pop-ups or roll overs.
- » Only JPEG computer file formats will be accepted.
- » NASS reserves the right to reject any ad it finds objectionable or misleading.
- » NASS cannot accept advertisements for any device or product not cleared for marketing by the U.S. Food and Drug Administration in the United States.

Closing Dates

Space reservation is due the first Friday of the preceding month. Material is due no later than the third Friday of the preceding month.

Please note: No cancellations accepted.

The screenshot shows the NASS on Spine e-newsletter layout. A yellow arrow points from the 'Leaderboard Ad' text to a 600x90 pixel ad at the top. Another yellow arrow points from the 'Skyscraper Ad' text to a 160x600 pixel ad on the right side. The newsletter content includes sections for 'New Issue of SpineLine', 'Research Funding Available: Submit Letters of Proposal for 2017', 'Only Three Weeks Until NASS 2016', 'Larger Room Secured to Accommodate Demand for Coding Update', 'Register Today for the 2016 NASS Career Fair', 'NASS Members Invited to Attend Business Meeting', and 'ISMISS 2017 in Chicago'. The right sidebar features 'In This Issue' and 'Discover the Advantages of Axiolif'.

SUMMER SPINE MEETING FINAL PROGRAM

Held July 31–August 3, 2018 in Honolulu, HI, the Summer Spine Meeting features symposia, point/counterpoint debates and case-based presentations on minimally invasive spine surgery. The meeting will include faculty from multiple international societies. The smaller setting allows for greater exhibitor interaction with participants. The limited number of exhibitors allows your advertising message to really stand out in the final program. Approximately 200 surgeons attend this meeting.

Ad Rates

Position/Size	Price
Back Cover	\$1,500
Inside Covers (ICs)	\$1,200
Full-page	\$1,000

Ad rates are based on four-color process. (No agency discounts.)

Closing Dates

Space reservation is due June 14, 2019. Material is due no later than June 21, 2019.

Please note: No cancellations accepted.

Position

Other than premium positions, placement within the program is at the discretion of NASS. You may request special placement (i.e., right- or left-hand page, front or back of book) but no guarantee will be made.

Specifications

- » Full page trim size 8 ½" x 11"; bleed 8 ¾" x 11 ¼"
- » Ad should be submitted as a high-resolution PDF with all fonts embedded and all colors converted to process.

Submission

Submit high-resolution PDF ad file to Jeff McCollian via email at jmccollian@spine.org (if file size permits); for larger file, upload to the NASS FTP site at upload.spine.org and select Advertisement—Final Program.

Payment

A tear sheet and invoice will be sent upon publication. Payment by check (payable to the North American Spine Society) or credit card is due within 15 days of invoice. Please do not send payment until you have received an invoice.

FDA Requirements

If a device requiring FDA approval is included in your ad, you must indicate the FDA status on insertion order.

NASS reserves the right to refuse any advertising it does not consider appropriate to its audience, or in keeping with the editorial purpose of the Summer Spine Meeting and the mission of NASS.



ANNUAL MEETING HOUSING CONFIRMATION EMAIL

Your display advertisement will be included on emails sent to all attendees who secure housing for the Annual Meeting through the official NASS housing coordinator, OnPeak. After an attendee registers for the Annual Meeting he/she is able to reserve his/her hotel room(s) through OnPeak. After this process the attendee is sent an official hotel confirmation reservation email that will prominently display your advertisement with URL link and animation capability. Ad will be included in individual and group confirmation emails throughout the Annual Meeting's hotel booking experience. Registration opens April 9, 2019.

Ad Rate

\$10,000

Specs

Advertiser will need to submit two different size ads, one for individual confirmation emails and one for group confirmation emails.



Individual Confirmation Emails Ad Dimensions:

- » 680 pixels (w) by max. 100 pixels (h)
- » Acceptable Files Types: GIF, JPEG
- » Max File Weight: 40k
- » Animation/Looping Restrictions: Max Animation Time 15 seconds or 3 loops, whichever is shorter (all animation, including loops, must stop at 15 seconds)
- » Audio: no sound



Group Confirmation Emails Ad Dimensions:

- » 250 pixels (w) by max. 300 pixels (h)
- » Acceptable Files Types: GIF, JPEG
- » Max File Weight: 40k
- » Animation/Looping Restrictions: Animation/Looping Restrictions: Max Animation Time 15 seconds or 3 loops, whichever is shorter (all animation, including loops, must stop at 15 seconds)
- » Audio: no sound

NASS/onPeak is not responsible for any animation display issues due to the limitations of html email and email clients.

Closing Dates

Ad can be inserted at any time but for fullest exposure, materials should be submitted by April 2, 2019.

34TH ANNUAL MEETING PRELIMINARY PROGRAM

NASS' 34th Annual Meeting will take place September 25-28, 2019 in Chicago, IL. NASS mails a print version of the Preliminary Program to more than 6,000 potential attendees in early April and a link to the electronic version is included in over 500,000 emails sent from April to August as well as be displayed on the annual meeting website as a reference tool.

Ad Rates

Position/Size	Price
Back Cover	\$5,775
Inside Covers (ICs)	\$4,725
Full-page	\$4,200



Ad rates are based on four-color process. Limit of four body pages plus covers. (No agency discounts.)

Circulation

Program hard copy will be mailed to approximately 6,000 physicians and past attendees. **Advertisements are included in the online version of the Preliminary Program which is posted on the NASS website from April through August.** Links to the online Preliminary Program with the advertisements are promoted in more than 500,000 emails sent throughout that period.

Closing Dates

Space reservation is due March 8, 2019. Material is due no later than March 22, 2019.
Please note: No cancellations accepted.

Position

Other than premium positions, placement within the program is at the discretion of NASS. You may request special placement (i.e., right- or left-hand page, front or back of book) but no guarantee will be made.

Specifications

- » Full page trim size 8 ½" x 11"; bleed 8 ¾" x 11 ¼"
- » Ad should be submitted as a high-resolution PDF with all fonts embedded and all colors converted to process.

Submission

Submit high-resolution PDF ad file to Jeff McCollan via email at jmccollan@spine.org (if file size permits); for larger file, upload to the NASS FTP site at upload.spine.org and select Advertisement—Final Program.

Payment

A tear sheet and invoice will be sent upon publication. Payment by check (payable to the North American Spine Society) or credit card is due within 15 days of invoice. Please do not send payment until you have received an invoice.

FDA Requirements

If a device requiring FDA approval is included in your ad, you must indicate the FDA status on insertion order.

NASS reserves the right to refuse any advertising it does not consider appropriate to its audience, or in keeping with the editorial purpose of the Annual Meeting and the mission of NASS.

34TH ANNUAL MEETING FINAL PROGRAM

Distributed onsite at NASS' Annual Meeting, September 25-28, 2019 in Chicago, IL, the Final Program is the exclusive publication that includes the complete scientific program for the meeting. It also includes information about the electronic posters, guest speakers, event highlights, floor plans, shuttle service and more.

Ad Rates

Position/Size	Price
Back Cover	\$5,100
Inside Covers (ICs)	\$4,600
Opposite ICs	\$4,600
Opposite TOC	\$4,600
Full-page	\$3,950

Ad rates are based on four-color process. (No agency discounts.)

Closing Dates

Space reservation is due August 2, 2019. Material is due no later than August 16, 2019.

Position

Other than premium positions, placement within the program is at the discretion of NASS. You may request special placement (i.e., right- or left-hand page, front or back of book) but no guarantee will be made.

Specifications

- » Full page trim size 8 ½" x 11"; bleed 8 ¾" x 11 ¼"
- » Ad should be submitted as a high-resolution PDF with all fonts embedded and all colors converted to process.

Submission

Submit high-resolution PDF ad file to Jeff McCollan via email at jmccollan@spine.org (if file size permits); for larger file, upload to the NASS FTP site at upload.spine.org and select Advertisement—Final Program.

Cancellation

Cancellation of space reservation with no penalty will be accepted until the materials deadline date.

Payment

A tear sheet and invoice will be sent upon publication. Payment by check (payable to the North American Spine Society) or credit card is due within 15 days of invoice. Please do not send payment until you have received an invoice.

FDA Requirements

If a device requiring FDA approval is included in your ad, you must indicate the FDA status on insertion order.

NASS reserves the right to refuse any advertising it does not consider appropriate to its audience, or in keeping with the editorial purpose of the Annual Meeting and the mission of NASS.



EVIDENCE + TECHNOLOGY SPINE SUMMIT FINAL PROGRAM

The 16th Annual Evidence + Technology Spine Summit, held February 19-22, 2020, in Park City, UT, will explore surgical and medical topics on the latest technology and techniques. Faculty will present the most current thinking and evidence-based medicine in a relaxed and highly interactive setting to stimulate discussion about the latest in spine care. The final program is referred to by approximately 200 leading physicians and allied health professionals attending this meeting.

Ad Rates

Position/Size	Price
Back Cover	\$1,500
Inside Covers (ICs)	\$1,200
Full-page	\$1,000

Ad rates are based on four-color process. (No agency discounts.)

Closing Dates

Space reservation is due January 6, 2020. Material is due no later than January 13, 2020.

Please note: No cancellations accepted.

Position

Other than premium positions, placement within the program is at the discretion of NASS. You may request special placement (i.e., right- or left-hand page, front or back of book) but no guarantee will be made.

Specifications

- » Full page trim size 8 ½" x 11"; bleed 8 ¾" x 11 ¼"
- » Ad should be submitted as a high-resolution PDF with all fonts embedded and all colors converted to process.

Submission

Submit high-resolution PDF ad file to Jeff McCollian via email at jccollian@spine.org (if file size permits); for larger file, upload to the NASS FTP site at upload.spine.org and select Advertisement—Final Program.

Payment

A tear sheet and invoice will be sent upon publication. Payment by check (payable to the North American Spine Society) or credit card is due within 15 days of invoice. Please do not send payment until you have received an invoice.

FDA Requirements

If a device requiring FDA approval is included in your ad, you must indicate the FDA status on insertion order.

NASS reserves the right to refuse any advertising it does not consider appropriate to its audience, or in keeping with the editorial purpose of the 16th Annual Evidence & Technology Spine Summit and the mission of NASS.

