2020 ADVERTISING OPPORTUNITIES

SpineLine ................................................................. 2-6
  Display Advertising ................................................... 4
  Online and App .......................................................... 5
NASS Insider Electronic Newsletter ..................................... 7
34th Annual Meeting Housing Confirmation E-mail ................. 8
34th Annual Meeting Preliminary Program ............................ 9
34th Annual Meeting Final Program ................................... 10
16th Annual Evidence + Technology Spine Summit Advertising. ... 11

For details, contact Jeff McCollian at 630-230-3654 or jmccollian@spine.org
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 8,800 spine care professionals.
» Subscribers in 103 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 2020

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.

• Spinal Stim for SCI
• Surgical Techniques: Management of Grade I Spondylolysthesis
• Implementing Robotics in Spine Practice
• Antithrombotic Use within Health Systems
• Regenerative Medicine
• Multidisciplinary Screening Preop Care
• Overview of Upcoming NASS LBP Guideline
• New Whiplash Treatment Guidelines
• Imaging Corner

For details, contact Jeff McCollian at 630-230-3654 or jmccollian@spine.org.
For details, contact Jeff McCollian at 630-230-3654 or jmccollian@spine.org.
**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**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$2,475</td>
<td>$3,800</td>
</tr>
<tr>
<td>Inside Covers (2 positions)</td>
<td>$2,150</td>
<td>$3,550</td>
</tr>
<tr>
<td>Opposite TOC (2 positions)</td>
<td>$2,150</td>
<td>$3,550</td>
</tr>
<tr>
<td>Full-page</td>
<td>$1,700</td>
<td>$3,075</td>
</tr>
<tr>
<td>Half-page</td>
<td>$1,025</td>
<td>$1,650</td>
</tr>
<tr>
<td>Classified ad: Quarter-page B&amp;W</td>
<td>$525</td>
<td>$525</td>
</tr>
</tbody>
</table>

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

**Closing Dates**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Insertion Deadline</th>
<th>Materials Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>December 20, 2019</td>
<td>January 3, 2020</td>
</tr>
<tr>
<td>March/April</td>
<td>February 3, 2019</td>
<td>February 17, 2020</td>
</tr>
<tr>
<td>May/June</td>
<td>March 30, 2020</td>
<td>April 13, 2020</td>
</tr>
<tr>
<td>July/August</td>
<td>June 1, 2020</td>
<td>June 15, 2020</td>
</tr>
<tr>
<td>September/October</td>
<td>July 1, 2020</td>
<td>July 15, 2020</td>
</tr>
<tr>
<td>November/December</td>
<td>October 2, 2020</td>
<td>October 15, 2020</td>
</tr>
</tbody>
</table>

**Print Ad Specifications**

**Display Advertising:**
- Full page: 8 1/2” x 11”; bleed 8 3/4” x 11 1/4”
- Half page: 3 3/8” x 9 1/4” (vertical) or 4 3/8” x 7 1/2” (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): 3 3/8” x 4 1/2” (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

<table>
<thead>
<tr>
<th>Video in Ad (Positioned in display ad)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Dynamic with video or interactive media</td>
<td>$790 per issue</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rectangle Ad (Positioned below the TOC)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Static</td>
<td>$525 per issue</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Blow-in Ad (Overlay in tandem with your print ad)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Static</td>
<td>$370 per issue</td>
</tr>
<tr>
<td>Dynamic with video or interactive media</td>
<td>$525 per issue</td>
</tr>
</tbody>
</table>

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.

For details, contact Jeff McCollian at 630-230-3654 or jmccollian@spine.org.
For details, contact Jeff McCollian at 630-230-3654 or jmccollian@spine.org.
NASS Insider is a biweekly electronic newsletter that contains timely updates and relevant information, and is emailed to more than 8,000 spine care professionals.

**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 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**
LOA and ad materials should be submitted the last week of the preceding month of advertising. Contact Jeff McCollian for details and closing dates.

Please note: No cancellations accepted.
Your display advertisement is 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 is included in individual and group confirmation emails throughout the Annual Meeting’s hotel booking experience. Registration opens April 14, 2020.

**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: 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 is inserted at any time but for fullest exposure, materials should be submitted by April 6, 2020.
NASS' 35th Annual Meeting will take place October 7-10, 2020, in San Diego, CA. 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

<table>
<thead>
<tr>
<th>Position/Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$5,775</td>
</tr>
<tr>
<td>Inside Covers (ICs)</td>
<td>$4,725</td>
</tr>
<tr>
<td>Full-page</td>
<td>$4,200</td>
</tr>
</tbody>
</table>

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


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 ⅛”
» 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

An 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.

For details, contact Jeff McCollian at 630-230-3654 or jmccollian@spine.org.
Distributed onsite at NASS’ Annual Meeting, October 7-10, 2020 in San Diego, CA, 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.

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<tr>
<td>Back Cover</td>
<td>$5,100</td>
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<tr>
<td>Inside Covers (ICs)</td>
<td>$4,600</td>
</tr>
<tr>
<td>Opposite ICs</td>
<td>$4,600</td>
</tr>
<tr>
<td>Opposite TOC</td>
<td>$4,600</td>
</tr>
<tr>
<td>Full-page</td>
<td>$3,950</td>
</tr>
</tbody>
</table>

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

Closing Dates


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 3/4” x 11 1/4”
» 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

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FDA Requirements

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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.
The 17th Annual Evidence + Technology Spine Summit, held February 17-20, 2021, 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.

Advertise your presence at the NASS Evidence & Technology Spine Summit (ETSS) and drive traffic to your exhibit! Two advertising options are available.

**Digital Signage ($1,000)**

NASS will have three 55” horizontal monitors at the meeting available to place advertising. Monitors will continuously broadcast NASS meeting updates (e.g., schedule, floor plan, speakers, etc.) interspersed with advertising.

Monitors will be placed by registration, the entrance to the exhibit area and near the session rooms

Specifications:
» Ad will appear on all three screens
» Ads should be submitted to cover 1/3, 1/2 and full screen
» Resolutions: 135 x 1080, 960 x 1080 and 1920 x 1080
» Different ad sizes will be alternated throughout the broadcast
» Ad will appear for eight seconds every 80 seconds (45 impressions an hour)

**Meeting Program Mobile App Banner Ad ($1,000)**

Attendees will not receive a printed program but will be encouraged to download the ETSS mobile app for all their meeting information needs. Ads will show at the bottom of the slide-out menu and the default home icon (exhibitor listing).

Specifications:
» Ad will be on screen for four seconds and will link to your designated URL
» Limited to eight advertisers
» Rotating
» 455 x 80 pixels
» PNG or JPG Format (without transparency)
» No interlaced images
» Images must have opaque backgrounds, not transparent

**Closing Dates**


*Please note: No cancellations accepted.*

**Payment**

An 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 17th Annual Evidence & Technology Spine Summit and the mission of NASS.*

For details, contact Jeff McCollian at 630-230-3654 or jmccollian@spine.org.