2018 ADVERTISING OPPORTUNITIES

SpineLine ......................................................... 2-7
Display Advertising ................................................. 4
Online and App ....................................................... 5
Electronic Table of Contents ........................................ 7

NASS on Spine Electronic Newsletter ................................ 8
14th Annual Evidence + Technology Spine Summit Final Program .......... 9
Spine Across the Sea Final Program .................................. 10
33rd Annual Meeting Housing Confirmation E-mail ..................... 11
33rd Annual Meeting Preliminary Program ................................ 12
33rd Annual Meeting Final Program .................................... 13

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 more than 109 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 2018
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 Cord Injury
• Radiologic Assessment of New Technology
• Laser Spine Surgery
• Biologics, Injectable Treatments
• Radiology Rounds: Device Imaging Gallery
• Return to Golf after a Herniated Disc (Lumbar or Cervical)
• Advice for Spine Medical Missions or International Volunteer Trips: Practical Recommendations Before You Go

For details, contact Jeff McCollian at 630-230-3654 or jmccollian@spine.org.
U.S. SpineLine Subscribers by State

Total: 8,852

International Subscribers: 2,126

US Subscribers: 6,726

Subscribers by Specialty/Occupation

- Physician – Anesthesiologist: 222
- Physician – Radiologist: 96
- Physician – Emergency Medicine: 5
- Physician – Family Medicine: 15
- Physician – Internal Medicine: 21
- Physician – Neurologist: 26
- Physician – Neurosurgeon: 2,145
- Physician – Orthopedic Surgeon: 4,253
- Physician – Preventative/Occupational Medicine: 21
- Physician – Pediatrician: 1
- Physician – Other Specialty: 61
- Physician – Pediatrician: 1
- Physician – Physiatry/Rehabilitation Medicine: 978
- Physician – Preventive/Occupational Medicine: 6
- Physician – Psychiatrist: 7
- Physician – Surgeon (General Surgery): 4
- Physician – Thoracic Surgeon: 1
- Physician – Vascular Surgeon: 2
- Allied Health Professional – Other: 11
- Athletic Trainer: 2
- Attorney: 1
- Audiologist: 1
- Chiropractor: 126
- Coding Professional: 34
- Consultant: 7
- Engineer: 9
- Medical Student: 116
- Neuropsychiologist: 13
- Nurse: 51
- Nurse Practitioner: 85
- Office/Practice Administrator: 12
- Other: 65
- Physical/Occupational Therapist: 99
- Physician Assistant: 196
- Psychologist: 12
- Research Assistant: 7
- Researcher: 154
- Surgical Assistant: 8
- Total: 8,852

International Subscribers by Country/Sovereign State

- Afghanistan: 1
- Argentina: 40
- Armenia: 1
- Aruba: 1
- Australia: 73
- Austria: 17
- Bahamas: 1
- Bahrain: 1
- Bangladesh: 6
- Barbados: 1
- Belarus: 2
- Belgium: 23
- Belize: 1
- Bolivia: 1
- Bosnia and Herzegovina: 1
- Brazil: 244
- Brunei Darussalam: 1
- Canada: 155
- Cayman Islands: 1
- Chile: 28
- China: 158
- Colombia: 20
- Costa Rica: 4
- Croatia: 1
- Czech Republic: 1
- Denmark: 6
- Dominican Republic: 9
- Ecuador: 6
- Egypt: 27
- El Salvador: 1
- Faroe Islands: 1
- Finland: 5
- France: 22
- Germany: 50
- Germany: 1
- Ghana: 3
- Greece: 11
- Guatemala: 5
- Guinea: 1
- Honduras: 2
- Hong Kong: 7
- Hungary: 2
- Iceland: 1
- India: 140
- Indonesia: 7
- Iran: 2
- Iran, Islamic Republic of: 7
- Iraq: 21
- Ireland: 12
- Israel: 24
- Italy: 35
- Jamaica: 3
- Japan: 83
- Jordan: 8
- Kenya: 3
- Korea, Republic of: 80
- Kuwait: 3
- Lebanon: 8
- Libya: 2
- Luxembourg: 1
- Malaysia: 10
- Malta: 1
- Mexico: 114
- Moldova: 1
- Monaco: 2
- Morocco: 6
- Myanmar: 6
- Nepal: 3
- Netherlands: 19
- New Zealand: 14
- Nicaragua: 1
- Niger: 16
- Norway: 2
- Oman: 3
- Pakistan: 10
- Palestine: 1
- Panama: 10
- Paraguay: 1
- Peru: 14
- Philippines: 17
- Poland: 23
- Portugal: 26
- Qatar: 10
- Romania: 7
- Russian Federation: 6
- Saudi Arabia: 28
- Scotland: 2
- Senegal: 1
- Serbia: 4
- Singapore: 15
- South Africa: 15
- Spain: 33
- Sri Lanka: 3
- Sudan: 12
- Sweden: 6
- Switzerland: 33
- Syrian Arab Republic: 1
- Taiwan: 36
- Thailand: 19
- The Netherlands: 1
- Turkey: 21
- Ukraine: 6
- United Arab Emirates: 24
- United Kingdom: 139
- Uruguay: 1
- Venezuela: 3
- Vietnam: 16
- Yemen: 1
- Zimbabwe: 1

Total: 2,126

Data as of December 4, 2018; includes print and online subscribers.

For details, contact Jeff McColian 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 18, 2017</td>
<td>January 8, 2018</td>
</tr>
<tr>
<td>March/April</td>
<td>February 12, 2018</td>
<td>February 26, 2018</td>
</tr>
<tr>
<td>May/June</td>
<td>April 9, 2018</td>
<td>April 23, 2018</td>
</tr>
<tr>
<td>July/August</td>
<td>June 11, 2018</td>
<td>June 25, 2018</td>
</tr>
<tr>
<td>September/October</td>
<td>July 23, 2018</td>
<td>August 10, 2018</td>
</tr>
<tr>
<td>November/December</td>
<td>October 9, 2018</td>
<td>November 5, 2018</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 5/8” 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 5/8” x 4 3/4” (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>
<tr>
<td>Dynamic with video or interactive media</td>
<td>$1,050 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.
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 ads 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.

Sky scraper 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 5, April 2, June 4, August 6, September 4, December 3

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.
The 14th Annual Evidence & Technology Spine Summit, held February 21-24, 2018, in Park City, UT, will explore surgical and medical/interventional topics on the latest technology and techniques. NASS has assembled expert faculty to present the most current thinking and evidence-based medicine in a relaxed and highly interactive setting to stimulate controversial 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

<table>
<thead>
<tr>
<th>Position/Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$1,500</td>
</tr>
<tr>
<td>Inside Covers (ICs)</td>
<td>$1,200</td>
</tr>
<tr>
<td>Full-page</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

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

### Closing Dates


*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 ½”
- 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 Jessica Vander Naald via email at jvandernaald@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 14th Annual Evidence & Technology Spine Summit and the mission of NASS.*
Held July 29–August 2, 2018 in Kauai, HI, Spine Across the Sea offers oral and poster scientific presentations as well as timely symposia relating to current information and concepts in spine care. Drawing spine professionals from around the globe, attendees can exchange ideas with experts and peers, strengthen professional relationships, and analyze international health policy trends and their impact. About 350 spine professionals are expected to attend.

### Ad Rates

<table>
<thead>
<tr>
<th>Position/Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$1,500</td>
</tr>
<tr>
<td>Inside Covers (ICs)</td>
<td>$1,200</td>
</tr>
<tr>
<td>Full-page</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

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

### Closing Dates

Space reservation is due June 15, 2018. Material is due no later than June 22, 2018.  
*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 Jessica Vander Naald via email at jvandernaald@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 Spine Across the Sea and the mission of NASS.*

For details, contact Jeff McCollian at 630-230-3654 or jmccollian@spine.org.
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 they are 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 10, 2018.

**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 File 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 File 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**
For fullest exposure space reservation is due May 19, 2018. Ad material is due by May 26, 2018.
NASS’ 33rd Annual Meeting will take place September 26-29, 2018 in Los Angeles, 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. Your ad will be prominently featured in a widely-circulated publication.

### 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 other 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 9, 2018. Material is due no later than March 23, 2018. **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 Jessica Vander Naald via email at jvandernaald@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.

For details, contact Jeff McCollian at 630-230-3654 or jmccollian@spine.org.
Distributed onsite at NASS’ Annual Meeting, September 26-29, 2018 in Los Angeles, 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.

**Ad Rates**

<table>
<thead>
<tr>
<th>Position/Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$5,100</td>
</tr>
<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**

Space reservation is due August 3, 2018. Material is due no later than August 17, 2018.

**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 Jessica Vander Naald via email at jvandernaald@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.