Get metrics on your new product video and increase your Web traffic for as little as $2,500 per entry

Participation in the video program in the month of June includes automatic entry into the June 2017 Product of the Year Contest!

2015 Innovative Product of the Year Video Contest Results

<table>
<thead>
<tr>
<th>Company</th>
<th>Loads</th>
<th>Plays</th>
<th>Finishes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company A</td>
<td>771</td>
<td>497</td>
<td>86</td>
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<tr>
<td>Company B</td>
<td>1059</td>
<td>718</td>
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<tr>
<td>Company C</td>
<td>823</td>
<td>763</td>
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<tr>
<td>Average</td>
<td>884</td>
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<tr>
<td>2014 Contest Average</td>
<td>377</td>
<td>228</td>
<td>39</td>
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</tbody>
</table>

Growth (%)

- Loads: 134%
- Plays: 189%
- Finishes: 192%

To submit a video listing, please fill out the electronic form at www.generalsurgerynews.com/contact and go to the “advertise” tab

To schedule your digital marketing plans, please contact your representative:

MICHAEL ENRIGHT
Group Publication Director
(212) 957-5300 x272
menright@mcmahonmed.com

KATE CARMODY
Associate Publication Director
(212) 957-5300 x278
kcarmody@mcmahonmed.com
Special Reports Have Gone Digital

Welcome to the interactive monograph.

Our custom publishing group will bring all your creative brand content into one online publication as a Web-based app.

Interactive features

- Links to author info/biography – 3–4 max.
- Links to references – unlimited
- Chat box info@ company.com
- Audio comment – 3–4 max. @ 4 min. or less
- Survey – 4–5 questions: quiz, technique, product usage, qualitative feedback, etc.
- Active graph (moving target and timed highlights) – unlimited
- 3D/HD anatomical or product images – 1–3 maximum
- Auto reformatting – most smart devices
- Embedded procedure video — 2–3 max @ 4 min. or less
- Definitions — 4–5 keywords

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menright@mcmahonmed.com

KATE CARMODY
Associate Publication Director
(212) 957-5300 x278
kcarmody@mcmahonmed.com
Focus on... e-Newsletter Series

This is an opportunity for clients to select a specific surgical disease state, technique or procedure for clinicians to Focus On....

- Ventral Hernia
- Inguinal Hernia
- Parastomal Hernia
- Abdominal Wall Reconstruction
- Cholecystectomy
- Appendectomy
- Gastric Bypass
- Sleeve Gastrectomy
- Stomach Intestinal Pylorus Sparing Surgery
- Abdominoplasty
- Gastric Balloon
- Breast Surgery
- Lower Anterior Resection
- Liver Surgery
- Whipple procedures

Price includes both a leaderboard and a medium rectangle ad

More than 12,000 surgeons receive our weekly e-Newsletters with a 35%-40% open rate

Increase your website traffic, video viewership and event registration.

For more information on our digital advertising inventory, please contact your representative:

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KATE CARMODY
Associate Publication Director
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#1 Rank among surgery publication websites
For effective social networking among health care professionals

#1 Rank among surgery publication websites
As a good source of information on drugs, devices or professional services

#2 Rank among surgery publications in website usage:
Mean 15.4 minutes per session in past six months. Higher than Wikipedia, Medscape & Web MD

Kantar Media: Web Usage & Qualitative Evaluations: June 2015

<table>
<thead>
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<th>Unit</th>
<th>Net CPM (Run of Site)</th>
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<th>e-Newsletters*</th>
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<td>300 × 250</td>
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</table>

**Advertorial Spotlight**
$2,500

**Focus on... Surgery Type e-newsletter**
$5,000

* Minimum monthly buy is $2,500 net.

All rates listed are net. e-Newsletter rates are per individual deployment.

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New York, NY 10036
Tel: (212) 957-5300
Fax: (815) 927-0494

**Corporate Office**
West Redding, CT
GeneralSurgeryNews.com
Advertorial Spotlight:

Title: 50 characters including spaces

Description: 400 characters including spaces

Photo/Logo: 100 × 100 (maximum size)
## Digital Ad Specifications

### Website

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<th>Expandable Direction</th>
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### Mobile

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### e-Newsletter

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<td>jpg/gif</td>
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<td>No</td>
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<td>Yes</td>
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</tbody>
</table>

**Standard turnaround time is three days upon receipt of creative.**

Submitted creative is subject to approval by the publication.

All DFA tags must be submitted as Internal Redirects with the exception of tracking pixels.

Site served SWF must be Adobe® Flash® version 10.1 or under and may not contain a hardcoded URL. Information on embedding the click tag within AS2 and AS3 can be found here: [http://getclicktag.com/get-clicktag-code/](http://getclicktag.com/get-clicktag-code/).

All audio must be user initiated (via click). Expandables must be “click to expand” or “roll to expand” with a 1 sec delay. Any expanding or out-of-page media must have a clearly visible close button or “X.”

Animated gifs are permitted but only the first frame will display for many email clients. Please ensure the first frame has brand name and call to action.

DFA and Pointroll users must submit a 1x1 and click tracker.

Please submit digital ad materials to digitalads@mcmahonmed.com. In the submission e-mail, include the website name and the month in which the ad is scheduled to run.
### Features:

<table>
<thead>
<tr>
<th></th>
<th>Largest Bariatric Circulation</th>
<th>Feature Columns</th>
<th>Weekly e-newsletter</th>
<th>Convention Coverage</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>All bariatric surgeons</td>
<td>Panelist discussions, expert opinions and breaking news articles on bariatrics</td>
<td>More than 12,000 opt-in recipients with a 30%-40% open rate</td>
<td>Obesity Week • October 30th-November 3rd, 2017; Washington, DC</td>
</tr>
</tbody>
</table>

#### Readership Scores among General Surgeons who perform bariatric procedures for the Leading General Surgery Journals

*Kantar Media, December 2014*

For more information, or to reserve advertising space, please contact your representative:

**MICHAEL ENRIGHT**  
Group Publication Director  
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**KATE CARMODY**  
Associate Publication Director  
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**Corporate Spotlight**

*General Surgery News* offers advertisers a new opportunity to showcase their company, products and/or services with the *Corporate Spotlight*. Generate awareness about your company’s capabilities to inform and attract new customers.

**Features:**

- The position is available in each monthly issue.
- A two-page, four-color, tabloid spread in the pages of the best-read publication in the surgery market.
- A front-cover teaser that calls attention to the *Corporate Spotlight* page inside the issue.
- The first page contains your tabloid-sized product or service advertisement.
- The second page contains 750 words of editorial space for you to detail your company, products and/or services, accompanied by one or two high-resolution photos (.JPG or .TIF format), your corporate logo (.EPS format) and the “At-a-Glance” company contact information.

Reprints are available for your sales force, exhibit booths or company reception areas at an additional cost.

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Associate Publication Director  
(212) 957-5300 x278  
kcarmody@mcmahonmed.com
A 1,500-1,800-word advertorial program based on interviews with top opinion leaders, clinical data, symposium content and/or panel discussions. Distribution is in the print publication—with reprint copies for sales representatives—on our website, and at all major conventions for a calendar year.

Teleflex Survey Results

1. Did you feel the content of this Procedural Breakthrough is objective, reliable, current and scientifically relevant?
   - Yes: 64.5%
   - No: 9.7%
   - Sometimes: 25.8%
   - N/A: 0.0%

2. Based on the information presented within this Procedural Breakthrough you will:
   (please check all that apply)
   - do nothing, as the content was not convincing: 19.4%
   - seek additional information regarding the product: 48.4%
   - contact your sales representative: 6.5%
   - change your product/evaluate the featured product: 6.5%
   - do nothing, as you are currently using the product: 22.6%

3. What would you liked to have seen within this Procedural Breakthrough that was not included?
   (please check all that apply and/or comment)
   - more scientific data: 25.8%
   - more technical recommendations from surgeons on how they perform surgery using this product: 45.2%
   - more company information on how to receive product: 6.5%
   - nothing, no additional content was needed: 29.0%
   - comment: 12.9%
     - Cost effectiveness
     - video of its use
     - Comparison with the real competitors: LaproClip and AbsoLok
     - Malapplications

Complete a Survey About This Procedural Breakthrough for a Chance to Win $250
Application of the Weck® Hem-o-lok® Polymer Ligation System: Performing Laparoscopic Cholecystectomy With Confidence
Faculty: Jamie Loggins, MD, FACS, FASMBS
David Bryan Price, MD, FACS
Click here to reference article
4. Do Procedural Breakthroughs influence your decision to use a featured product?

- Yes: 67.7%
- No: 25.8%
- N/A: 6.5%

5. What device do you predominately use when performing a laparoscopic cholecystectomy?

- Weck® Auto Endo5®: 20.0%
- Manual Hem-o-lok® applicator: 16.7%
- Ethicon automatic clip applicator: 46.7%
- Covidien automatic clip applicator: 23.3%
- Prefer not to comment: 10.0%
- Other (please specify): 16.7%
  - Applied 5mm
  - Karl Storz manual clip applicator
  - Laproclip
  - Covidien 5 mm and this weck system davinci

6. Which benefit of the Weck® Hem-o-lok® Polymer Ligation System was the most compelling in this Procedural Breakthrough?

- Cost: 6.5%
- Security: 29.0%
- Ability to ligate 3 to 10 mm vessels through a 5 mm port with a medium-large clip: 38.7%
- Ability to minimize thermal spread: 9.7%
- Radiolucency: 3.2%
- None of the above: 12.9%
  - Not radiolucent

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menright@mcmahonmed.com

KATE CARMODY
Associate Publication Director
(212) 957-5300 x278
karmacody@mcmahonmed.com
With a 3-month minimum advertising commitment, you will receive, at no additional cost:

1. **Front Cover Announcement with Press Release**
   - The **first month** you advertise your new product or service, you will receive a front-cover announcement that directs the reader to your press release within the issue. You provide a color photo or logo and approximately 100 words of text and we will do the rest.
   - (Specs for Press Release: you must provide 100 word press release, logo or photo should be in a high-resolution .JPG or .GIF format.
   - **VALUE: Priceless**

2. **Advertorial Q&A**
   - The **second month** you advertise your product or service, you will receive a Q&A column wrapped around your ad. This allows you to editorialize your product, identify key features and benefits, and answer frequently asked questions. You give us the text and full-color images, and we do the rest.
   - **VALUE: $3,240**

3. **Tile Ad (300x250)**
   - The **third month** you advertise, you will receive a 300 X 250 digital ad to be placed in a weekly e-Newsletter sent to our email list of 12,000+ opt-in recipients.
   - **VALUE: $2,500**

For more information, or to reserve advertising space, please contact your representative:

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(212) 957-5300 x272
menright@mcmahonmed.com

**KATE CARMODY**
Associate Publication Director
(212) 957-5300 x278
kcarmody@mcmahonmed.com
Make sure your ads run in the July and December 2017 issues of General Surgery News

“Message Impact” Ad Effectiveness Study:
Readex Research, an independent market research company, will determine the effectiveness of every ad in our July and December 2017 issues by surveying a random sample of our publication’s loyal readers. In order to participate, simply run a quarter-page or larger ad unit in the July or December 2017 issue of General Surgery News. The ad will automatically be entered into the study.

For more information on this study, please visit www.readexresearch.com/sfp/ar/mi.html

As a participating advertiser, you will receive important feedback on the content of your ad, such as:

- Ratings on the creative design of the ad for attention-getting, believability and information value
- Quantifiable feedback on what actions your readers plan to take after seeing your ad
- Verbatim responses from readers on what message or feeling they get from your ad

Total Circulation: 39,760

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<th>1st Year Residents</th>
<th>Other Residents</th>
<th>Hospital Staff</th>
<th>Medical, Teach., Admin. &amp; Others</th>
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<th>DO Hosp.</th>
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<td>894</td>
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<td><strong>39,760</strong></td>
</tr>
</tbody>
</table>

*By request only

Distribution: 39,760 (every general surgeon in the United States, including all surgical residents)

Space Reservation Deadline: June 1st, November 1st
Materials Due: June 10th, November 10th

For more information, or to reserve advertising space, please contact your representative:

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Associate Publication Director
(212) 957-5300 x278
kcarmody@mcmahonmed.com
July 2016 Readex Companion Questionaire Results

The findings in this report are from the Companion Questionnaire included as part of the readership study, 122 Surgeon responses, conducted by Readex Research for General Surgery News in conjunction with its July 2016 issue.

Number of Last 4 Issues Read/Looked Through

1. How many of the last 4 issues of General Surgery News have you read or looked through?

<table>
<thead>
<tr>
<th>Group</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>base: GSN readers</td>
<td>122</td>
<td>100%</td>
</tr>
<tr>
<td>4 of 4</td>
<td>80</td>
<td>66%</td>
</tr>
<tr>
<td>3 of 4</td>
<td>24</td>
<td>28%</td>
</tr>
<tr>
<td>2 of 4</td>
<td>12</td>
<td>10%</td>
</tr>
<tr>
<td>1 of 4</td>
<td>4</td>
<td>3%</td>
</tr>
<tr>
<td>none</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>mean:</td>
<td>3.5</td>
<td></td>
</tr>
<tr>
<td>median:</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>do not receive</td>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>no answer</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

Issue Retention

3. Are your copies of General Surgery News usually saved for reference?

<table>
<thead>
<tr>
<th>Group</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>base: GSN readers</td>
<td>122</td>
<td>100%</td>
</tr>
<tr>
<td>yes</td>
<td>47</td>
<td>39%</td>
</tr>
<tr>
<td>no</td>
<td>73</td>
<td>60%</td>
</tr>
<tr>
<td>no answer</td>
<td>2</td>
<td>2%</td>
</tr>
</tbody>
</table>

Actions Taken Due to Reading Articles/Column

4. In the last 12 months, what actions have you taken as a result of reading articles or columns in GSN?

<table>
<thead>
<tr>
<th>Group</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>base: GSN readers</td>
<td>122</td>
<td>100%</td>
</tr>
<tr>
<td>INDICATED AT LEAST ONE</td>
<td>117</td>
<td>96%</td>
</tr>
<tr>
<td>discussed item with others</td>
<td>91</td>
<td>75%</td>
</tr>
<tr>
<td>sought further information</td>
<td>65</td>
<td>53%</td>
</tr>
<tr>
<td>visited publication website</td>
<td>62</td>
<td>51%</td>
</tr>
<tr>
<td>used/modified an idea</td>
<td>32</td>
<td>26%</td>
</tr>
<tr>
<td>filed item for future reference</td>
<td>49</td>
<td>40%</td>
</tr>
<tr>
<td>routed item to others</td>
<td>41</td>
<td>34%</td>
</tr>
<tr>
<td>other</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

Pass-Along Readership

2. How many other people (besides you) usually read or look through your copy of GSN?

<table>
<thead>
<tr>
<th>Group</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>base: GSN readers</td>
<td>122</td>
<td>100%</td>
</tr>
<tr>
<td>INDICATED AT LEAST ONE</td>
<td>57</td>
<td>47%</td>
</tr>
<tr>
<td>5 or more</td>
<td>16</td>
<td>13%</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td>4%</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>3%</td>
</tr>
<tr>
<td>2</td>
<td>11</td>
<td>9%</td>
</tr>
<tr>
<td>1</td>
<td>21</td>
<td>17%</td>
</tr>
<tr>
<td>none</td>
<td>65</td>
<td>53%</td>
</tr>
<tr>
<td>mean:</td>
<td>1.3</td>
<td></td>
</tr>
<tr>
<td>median:</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>no answer</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

Print Vs. Online Readership

5. Which of the following best describes how you read GSN?

<table>
<thead>
<tr>
<th>Group</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>base: GSN readers</td>
<td>122</td>
<td>100%</td>
</tr>
<tr>
<td>100% print</td>
<td>28</td>
<td>25%</td>
</tr>
<tr>
<td>majority print / some online</td>
<td>36</td>
<td>30%</td>
</tr>
<tr>
<td>50% print / 50% online</td>
<td>21</td>
<td>17%</td>
</tr>
<tr>
<td>majority online / some print</td>
<td>14</td>
<td>11%</td>
</tr>
<tr>
<td>100% online</td>
<td>22</td>
<td>18%</td>
</tr>
<tr>
<td>no answer</td>
<td>1</td>
<td>1%</td>
</tr>
</tbody>
</table>

Frequency Website Accessed

6. How often do you access the General Surgery News website?

<table>
<thead>
<tr>
<th>Group</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>base: GSNs readers</td>
<td>122</td>
<td>100%</td>
</tr>
<tr>
<td>(multiple answers)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>daily</td>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>a few times a week</td>
<td>15</td>
<td>12%</td>
</tr>
<tr>
<td>weekly</td>
<td>20</td>
<td>16%</td>
</tr>
<tr>
<td>a few times a month</td>
<td>28</td>
<td>23%</td>
</tr>
<tr>
<td>monthly</td>
<td>22</td>
<td>18%</td>
</tr>
<tr>
<td>less than monthly</td>
<td>25</td>
<td>20%</td>
</tr>
<tr>
<td>never</td>
<td>5</td>
<td>4%</td>
</tr>
<tr>
<td>no answer</td>
<td>5</td>
<td>4%</td>
</tr>
</tbody>
</table>

Level of Purchasing Involvement

7. What is your usual involvement in your organization’s purchases of surgical products?

<table>
<thead>
<tr>
<th>Group</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>base: GSN readers</td>
<td>122</td>
<td>100%</td>
</tr>
<tr>
<td>INVOLVED IN SOME WAY</td>
<td>94</td>
<td>77%</td>
</tr>
<tr>
<td>I approve/authorize purchases</td>
<td>10</td>
<td>8%</td>
</tr>
<tr>
<td>I recommend/specify brands/suppliers</td>
<td>53</td>
<td>43%</td>
</tr>
<tr>
<td>I am involved in another way</td>
<td>17</td>
<td>14%</td>
</tr>
<tr>
<td>I, or a designated member of the surgical team, participate in the Committee Process (for improved patient outcomes and New Product evaluation)</td>
<td>14</td>
<td>11%</td>
</tr>
<tr>
<td>I am not involved</td>
<td>36</td>
<td>26%</td>
</tr>
<tr>
<td>no answer</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

For more information, or to reserve advertising space, please contact your representative:

MICHAEL ENGLISH
Group Publication Director
(212) 957-5300 x272
menright@mcmahonmed.com

KATE CARMODY
Associate Publication Director
(212) 957-5300 x278
kcarmody@mcmahonmed.com
Your materials delivered via Hotel Door Drop or Doctor’s Bag at key conferences

General Surgery News has entered into a partnership with SAGES, AHS and ASCRS to offer exhibitors the chance to include announcements, invitations, samples and sales literature that will be hand-delivered to the hotel room of every registered attendee. For the ASCRS meeting, your materials will be included in the ASCRS Doctor’s Bag.

Benefits to Exhibitors:

• Distribution of your materials to all registered attendees.
  • Added exposure of your company’s products.
  • Opportunity to announce any events you are conducting at the meeting.

The Americas Hernia Society Hotel Door Drop

• AHS; March 8th-11th, 2017 • Cancún, Mexico
• Approximate number of physician attendees: 1,000
• Deadline for receipt of materials: February 10, 2017
• Exhibitor cost per item to participate in the AHS Door Drop: $3,800

The American Society of Colon and Rectal Surgeons Doctor’s Bag

• ASCRS; June 10-14th • Seattle, Washington
• Approximate number of physician attendees: 2,800
• Deadline for receipt of materials: May 10, 2017
• Exhibitor cost per item to participate in the ASCRS Doctor’s Bag: $3,200

Materials are distributed in Doctor’s Bag at registration.

Society of American Gastrointestinal and Endoscopic Surgeons Hotel Door Drop

• SAGES; March 22nd-25th, 2017 • Houston, TX
• Approximate number of physician attendees: 2,500
• Deadline for receipt of materials: February 20, 2017
• Exhibitor cost per item to participate in the SAGES Door Drop: $3,200

The door drop is scheduled to be delivered the night before the exhibit hall opens.
Yes, I would like to participate in the **AHS hotel door drop**

Billing Information:
- Company: 
- Address: 
- Contact Name: 
- Phone:  Fax: 
- Email: 

Number of Items Submitted*: 1 2 3 4 (please circle)

* Inserts are one-page, journal-size, and can be two-sided. Please request a quote for anything larger.

Total Invoice Amount: 

---

Yes, I would like to participate in the **ASCRS Doctor's Bag**

Billing Information:
- Company: 
- Address: 
- Contact Name: 
- Phone:  Fax: 
- Email: 

Number of Items Submitted*: 1 2 3 4 (please circle)

* Inserts are one-page, journal-size, and can be two-sided. Please request a quote for anything larger.

Total Invoice Amount: 

***ASCRS must approve all Doctor's Bag Materials.***

1. For approval of the materials please fax a copy to: Jean Foellmer (847-427-9656) or email Jeanfoellmer@fascrs.org
2. Fax original form back to (212) 957-7230

---

Yes, I would like to participate in the **SAGES hotel door drop**

Billing Information:
- Company: 
- Address: 
- Contact Name: 
- Phone:  Fax: 
- Email: 

Number of Items Submitted*: 1 2 3 4 (please circle)

* Inserts are one-page, journal-size, and can be two-sided. Please request a quote for anything larger.

Total Invoice Amount: 

***SAGES must approve all Hotel Drop materials.***

1. For approval of the materials that you would like to have distributed please fax a copy to: Shelley Ginsberg (310) 437-0585.
2. Fax original form back to (212) 957-7230

---

**Questions? Please contact your representative:**

**MICHAEL ENRIGHT**
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(212) 957-5300 x272
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**KATE CARMODY**
Associate Publication Director
(212) 957-5300 x278
kcarmody@mcmahonmed.com
Spring and Fall Special Edition devoted to news and information on managing the surgical suite. Editorial topics will range from best practices, new technology, process improvements, reimbursement and ideas you can use to meet daily OR challenges.

### 2017 Advertising Rates

<table>
<thead>
<tr>
<th>Print Advertising Options</th>
<th>Trim Size</th>
<th>Rate</th>
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</thead>
<tbody>
<tr>
<td>Journal Page</td>
<td>8.625” x 11”</td>
<td>$4,950 Net*</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>4.33” x 11”</td>
<td>$4,250 Net</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>8.625” x 5.5”</td>
<td>$4,250 Net</td>
</tr>
<tr>
<td>Quarter Page Vertical</td>
<td>4.313” x 5.5”</td>
<td>$3,850 Net</td>
</tr>
<tr>
<td>Quarter Page Horizontal</td>
<td>8.625” x 2.75”</td>
<td>$3,850 Net</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Product Listing</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Listing</td>
<td>$1,500 Net</td>
</tr>
<tr>
<td>2nd</td>
<td>$950 Net</td>
</tr>
<tr>
<td>3rd</td>
<td>$950 Net</td>
</tr>
<tr>
<td>4th</td>
<td>$950 Net</td>
</tr>
<tr>
<td>5th</td>
<td>Free of charge</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Inserts</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-Page</td>
<td>$7,122 Net</td>
</tr>
<tr>
<td>4-Page</td>
<td>$12,325 Net</td>
</tr>
</tbody>
</table>

*Bonus offer: The first Buyers Guide listing is free of charge with purchase of ad unit.

### Print & Digital Distribution

<table>
<thead>
<tr>
<th>Circulation</th>
<th>Print</th>
<th>Digital</th>
</tr>
</thead>
<tbody>
<tr>
<td>OR Directors</td>
<td>4,309</td>
<td>2,380</td>
</tr>
<tr>
<td>Purchasing Directors</td>
<td>6,712</td>
<td>2,806</td>
</tr>
<tr>
<td>P&amp;T Committee</td>
<td>22</td>
<td>4</td>
</tr>
<tr>
<td>VP, Risk Management</td>
<td>67</td>
<td>18</td>
</tr>
<tr>
<td>VP, Compliance</td>
<td>491</td>
<td>233</td>
</tr>
<tr>
<td>Chief Financial Officers</td>
<td>894</td>
<td>350</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>12,495</strong></td>
<td><strong>5,791</strong></td>
</tr>
</tbody>
</table>

PLUS BONUS DISTRIBUTION to all attendees at the annual Association of Hospital Value Assessment Professionals (AHVAP) Meeting

For more information, or to reserve advertising space, please contact your representative:

**MICHAEL ENRIGHT**  
Group Publication Director  
(212) 957-5300 x272  
menright@mcmahonmed.com

**KATE CARMODY**  
Associate Publication Director  
(212) 957-5300 x278  
karmacody@mcmahonmed.com
Q1 How would you rate the content of this issue?
Answered: 39  Skipped: 1

Q2 How much do you agree with each of the following statements regarding this issue of OR Management?
Answered: 39  Skipped: 1

Q3 Which of the following best describe your current journal media reading habits?
Answered: 39  Skipped: 1

Q4 What’s important to you in society membership?
Answered: 39  Skipped: 2
Q6 What topics you would like to see in future issues?
- Expanding to new service lives, appropriate staffing for the OR (2)
- How to stay afloat as an independent rural hospital
- Improving employee satisfaction expanding your OR topic related to the small OR’s
- Patient Education- Focused Data what do patients really need to know ?
- Vendor Management, instrumentation quality, best practices (2)
- Value Analysis Committee, How to maintain its value in the organization, Strategies for stand-alone hospitals to maximize or materials savings.
- Physician viewpoint data on products
- New evidence base processes associable referral organizations
- Minimally invasive laparoscopic procedures
- Cost savings ideas, Supply Chain Issues, Quality Issues (3)
- Central Supply, Sterilization updates (2)
- Critical Access Hospitals, Differences from other hospitals, Management Strategies
- Implant tracking, Recall Software, UDI Implementation
- Cost alignment Topics ACO, Suppliers willing to aid with value based purchase (2)

Q7 Would you like to receive an e-newsletter periodically from OR Management on updates in your field?
100% responded YES and provided email address
Product Guide Listing Submission Form

Please type the listing information in the appropriate text fields.

A separate form must be filled out for each product to be included in the Product Guide. This form must be filled out completely. Uncompleted text fields will be omitted from the product listing. Company and product names will print as submitted in this form. Product descriptions are subject to editing for spelling and grammar. A color product photo and company logo must accompany each submission form via e-mail.

Company Contact (Name/Title): ________________________________________________________________

E-mail: _____________________________________________________________

Phone: _____________________________________________________________ Ext: _________________________

Text to be included in your listing:

Company Name: _____________________________________________________________

Product Name: _____________________________________________________________

Street Address: _____________________________________________________________

City: __________________________ State: _______ Zip: __________________________

Phone: _____________________________________________________________

E-mail: _____________________________________________________________

Web Site: _____________________________________________________________

Product Description (400-character limit):

________________________________________________________________________________

Product Photo Format (300 dpi min), check one:  EPS  TIFF  AI  PSD  JPG

Logo File Format (300 dpi min), check one:  EPS  TIFF  AI  PSD  JPG

Please check all that apply:

☐ $1,500 net = first listing
☐ $950 net = 2nd listing
☐ $950 net = 3rd listing
☐ $950 net = 4th listing
☐ Free = 5th listing

Please save your changes and return PDF via email.

Deadline for submission: July 15, 2016

For additional information, contact Michael Enright (212) 957-5300 x272 or Kate Carmody (212) 957-5300 x278

SAMPLE LISTING

XYZ Company

Super X 2010

Address: 800 Main Street, City, ST 07777
Phone: (800) 555-1234  Fax: (201) 555-1234
E-mail: xyz@company.com  Web Site: www.xyz.com


4 Color Product Photo Goes Here
**General Surgery News**, founded in 1972, is a newspaper published 12 times a year that provides up-to-date, comprehensive and objective specialty-specific news to general surgeons and other surgical specialists. It prides itself on being an independent, reliable and trusted source of clinical and socioeconomic information. One of our main goals is to provide our clients with the best ad exposure at the most cost-effective rate, balanced with a must-read editorial package.

**2017 Meeting and Feature Coverage**

**January** – Hernia Supplement

**Special Pull-Out Section:** Hernia Supplement

**Bonus Distribution:**
Abdominal Wall Reconstruction (AWR) Summit; February 2-4, 2017; Park City, UT

**February** – Hernia Supplement

**Bonus Distribution:**
Minimally Invasive Surgery Symposium (MISS); February 28-March 3, 2017; Las Vegas, NV
18th Annual Hernia Repair Meeting and Door Drop; March 8-11, 2017; Cancun, Mexico

**April**

**May** – ASCRS Issue

**Bonus Distribution:**
American Society of Colon and Rectal Surgeons (ASCRS) Meeting and Doctors Bag; June 10-14, 2017; Seattle, WA

**June**

**OBESITY CARE**

Issues for the Bariatric & Metabolic Professional

**EXTENDED QUARTERLY COVERAGE**

**July** – Readex Issue

“Message Impact” Ad Effectiveness Study:
Readex Research will help determine the effectiveness of every ad in the July 2017 issue by surveying a random sample of General Surgery News’ loyal readers. In order to participate, simply run a standard “A” size or larger ad unit in the July 2017 issue.
For more information on the study, visit www.readexresearch.com/sfp/ar/mi.html.

**August**

**September** – Pre-ACS issue

**October** – ACS & Obesity Week issue

**Bonus Distribution:**
American College of Surgeons (ACS) Clinical Congress; October 22-26, 2017; San Diego, CA
Obesity Week; October 30-November 3, 2017; Washington, D.C.

**December** – Readex issue

“Message Impact” Ad Effectiveness Study:
Readex Research will help determine the effectiveness of every ad in the December 2017 issue by surveying a random sample of General Surgery News’ loyal readers. In order to participate, simply run a standard “A” size or larger ad unit in the December 2017 issue.
For more information on the study, visit www.readexresearch.com/sfp/ar/mi.html.

**Biannual OR Management Guide:** A Supplement to Operating Room and Purchasing Directors

Printed in April and August

**Bonus Distribution:**
Association of Hospital Value Analysis Professionals (AHVAP) Meeting; October 17-20, 2017; Frisco, TX
Potential Topics of Coverage

- Update on Breast Cancer Therapies
- Single-Incision Laparoscopy/Natural Orifice Surgery
- Management of *Clostridium difficile*
- Hernia Repair: Update on Mesh
- Hernia Repair: Outcomes
- Surgical Site Infection Management/Antibiotic Resistance
- Novel Procedures in Bariatric and Metabolic Surgery
- Effects of Chemotherapy on the Surgical Patient
- Trauma Surgery
- Nutritional Supplements and Weight Loss Medications for the Bariatric Patient
- Prevention and Management of Bariatric Surgery Complications
- Management of Hemorrhoids
- Hemostatic Agents and Fibrin Sealants
- Postoperative Pain Management
- Clinical Pathways in Colorectal Cancer
- Surgical Robotics

Regularly Featured Columns in *General Surgery News*

**The Surgeons’ Lounge**
Leading experts in surgery tackle complicated surgical cases sent in by readers. Column moderated by Samuel Szomstein, MD, from Cleveland Clinic Florida.

**On the Spot With Colleen Hutchinson**
Expert surgeons weigh in on controversial clinical, ethical and socioeconomic issues in surgery and medicine.

**New Technology Column**
This column focuses on emerging devices and technology that address unmet clinical needs and have the potential to significantly improve how surgeons diagnose or treat diseases. An expert advisory board member acts as the column’s editor.
<table>
<thead>
<tr>
<th>Services to Readers and Advertisers:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial reprints available. Included in all syndicated readership services. Annual subscription: $70.00 ($90.00, international)</td>
</tr>
<tr>
<td>Single issue: $7.00 ($10.00, international)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DEADLINES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Space Reservation: 1st of prior month</td>
</tr>
<tr>
<td>Materials Due: 10th of prior month</td>
</tr>
</tbody>
</table>

**BPA Verification**

<table>
<thead>
<tr>
<th>Office Based</th>
<th>1st Year Residents</th>
<th>Other Residents</th>
<th>Hospital Staff</th>
<th>Medical, Teach., Admin. &amp; Others</th>
<th>DO Office</th>
<th>DO Hosp.</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Surgeons</td>
<td>15,951</td>
<td>1,818</td>
<td>6,097</td>
<td>3,032</td>
<td>3,774</td>
<td>894</td>
<td>717</td>
</tr>
<tr>
<td>Surgical Oncologists</td>
<td>241</td>
<td>0</td>
<td>0</td>
<td>130</td>
<td>35</td>
<td>7</td>
<td>2</td>
</tr>
<tr>
<td>Colon &amp; Rectal Surgeons</td>
<td>1,298</td>
<td>0</td>
<td>80</td>
<td>207</td>
<td>150</td>
<td>22</td>
<td>3</td>
</tr>
<tr>
<td>Critical Care Surgeons</td>
<td>862</td>
<td>0</td>
<td>215</td>
<td>279</td>
<td>235</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Thoracic Surgeons*</td>
<td>34</td>
<td>0</td>
<td>12</td>
<td>6</td>
<td>10</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Trauma Surgeons</td>
<td>130</td>
<td>0</td>
<td>0</td>
<td>94</td>
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<tr>
<td>Vascular Surgeons</td>
<td>2,330</td>
<td>2</td>
<td>208</td>
<td>390</td>
<td>293</td>
<td>96</td>
<td>23</td>
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<tr>
<td><strong>TOTALS</strong></td>
<td><strong>20,846</strong></td>
<td><strong>1,820</strong></td>
<td><strong>6,612</strong></td>
<td><strong>4,138</strong></td>
<td><strong>4,535</strong></td>
<td><strong>1,036</strong></td>
<td><strong>773</strong></td>
</tr>
</tbody>
</table>

*By request only
**GENERAL SURGERY NEWS**

<table>
<thead>
<tr>
<th>Advertising Units</th>
<th>Trim Sizes Width</th>
<th>Trim Sizes Height</th>
<th>Non-Bleed Sizes Width (Live Area: .25” all sides)</th>
<th>Non-Bleed Sizes Height</th>
<th>Bleed Sizes Width</th>
<th>Bleed Sizes Height</th>
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</thead>
<tbody>
<tr>
<td>Standard “A” spread</td>
<td>15.25</td>
<td>9.375</td>
<td>14.75</td>
<td>8.875</td>
<td>15.5</td>
<td>9.625</td>
</tr>
<tr>
<td>King page (Tabloid)</td>
<td>10.5</td>
<td>13</td>
<td>10</td>
<td>12.5</td>
<td>10.75</td>
<td>13.25</td>
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<tr>
<td>King spread</td>
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<td>13</td>
<td>20.5</td>
<td>12.5</td>
<td>21.25</td>
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</tr>
<tr>
<td>¾ King page (vertical)</td>
<td>7.625</td>
<td>13</td>
<td>7.125</td>
<td>12.5</td>
<td>7.875</td>
<td>13.25</td>
</tr>
<tr>
<td>¾ King page (horizontal)</td>
<td>10.5</td>
<td>9.375</td>
<td>10</td>
<td>8.875</td>
<td>10.75</td>
<td>9.625</td>
</tr>
<tr>
<td>½ King page (vertical)</td>
<td>5.25</td>
<td>13</td>
<td>4.75</td>
<td>12.5</td>
<td>5.5</td>
<td>13.25</td>
</tr>
<tr>
<td>½ King page (horizontal)</td>
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<td>6.5</td>
<td>10</td>
<td>6</td>
<td>10.75</td>
<td>6.75</td>
</tr>
<tr>
<td>¼ King page (vertical)</td>
<td>5.25</td>
<td>6.5</td>
<td>4.75</td>
<td>6</td>
<td>5.5</td>
<td>6.75</td>
</tr>
<tr>
<td>¼ King page (horizontal)</td>
<td>7.625</td>
<td>4.5</td>
<td>7.125</td>
<td>4</td>
<td>7.875</td>
<td>4.75</td>
</tr>
<tr>
<td>Business Reply Card</td>
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<td>4</td>
<td>5.5</td>
<td>3.5</td>
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</tr>
</tbody>
</table>

**PRODUCTION REQUIREMENTS**

- **Acceptable ad formats:**
  - Adobe Acrobat PDF files: Basic Distiller settings; no OP; no ICC profiles; no trapping; embed all fonts; effective resolution minimum 300 dpi; include bleed; RGB files not accepted; convert composite fonts to outlines
- **FTP Information:**
  - FTP Site: ftp://66.147.219.4
  - Username: mcmahon
  - Password: b3tm31n
- **Ad Reproduction Guarantee:** Accurate color reproduction cannot be guaranteed without a ripped proof.

**SHIPPING INSTRUCTIONS**

**Insertion Orders and Production Materials:**

McMahon Publishing
Attn: Dan Radebaugh
545 West 45th St., 8th Fl.
New York, NY 10036
Tel: (212) 957-5300
Fax: (815) 927-0494
danr@mcmahonmed.com

**Inserts to:**

Democrat Printing Co.
6401 Lindsey Rd.
Little Rock, AR 72206
Attn: Steve Hodges
Tel: (501) 907-7942
msindoni@mcmahonmed.com

**Receivables:**

McMahon Publishing
545 W. 45th St., 8th Fl.
New York, NY 10036
Attn: Mariella Sindoni
Tel: (212) 957-5300 x909
Fax: (646) 274-4112
msindoni@mcmahonmed.com

**Publication Trim Size:** 10.5” × 13”
**Page:** 4 columns
**Printing Process:** Web offset
**Type of Binding:** Saddle-stapled

**Inserts/Cover Tips:** King and Journal size accepted. Allow ¼-inch head trim for all inserts. On tabloid-size inserts, any excess will trim from face and foot. Smaller inserts, such as island size, should be delivered with clean trim except for the ¼-inch head trim. For all inserts, to allow for tipping, no live text should appear within ¼ inch of the gutter.

**Quantity:** 44,000
A controlled market entry offered with targeted “surgery type” impressions for your pre-launch, launch and post-launch activities

**Tier 1**

*Focus On ...*

*Surgery Type*

*E-newsletter*

Opt-in list: 12,007

Open rate: 35%-45%

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**Tier 2**

*Weekly E-Newsletters*

Opt-in list: 12,007

Open rate: 30%-40%

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**Tier 3**

*GeneralSurgery News.com*

*Website*

Monthly impressions: 20,000-25,000