

# BoneSmart Digital Media Kit



For further information  
about advertising  
with BoneSmart,  
contact:

[Advertise@BoneSmart.org](mailto:Advertise@BoneSmart.org)



The screenshot displays the BoneSmart website interface. At the top, the CeramTec logo is visible. Below it, the BoneSmart logo and tagline 'Joint Replacement Patient Advocacy and Online Community' are shown, along with a search bar and filter options. A navigation menu includes links for Knee, Hip, Pain Management, Find a Clinic, Patient Forum, Donate!, and Log In. The main content area features 'The Joint Kitchen' by Michael David Ries, MD, with sections for Knee Replacement and Hip Replacement. A 'Joint Replacement Patient Forum' section is also visible, containing a reference library and a '2016 WINNER' badge.

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# What is BoneSmart?



Largest active joint replacement community in the world



Serves as a resource and nurtures patients contemplating or planning to have an orthopaedic surgical procedure



Interactive forum with patient moderated by 10 forum moderators and clinical advisors



Contains thousands of articles in our library

**Total distribution:** 26,456 members

**Frequency:** Monthly

**Opportunities:** Inline Text, Medium Box, Graphic Footer

**Semi Exclusive Opportunity:**

Two of the three advertisements can be combined to give semi-exclusivity for Newsletter.

	1X	2X	4X	6X	8X	12X
Inline Text	\$500	\$475	\$450	\$425	\$400	\$375
Medium Box	\$600	\$570	\$540	\$510	\$480	\$450
Graphic Footer	\$500	\$475	\$450	\$425	\$400	\$375

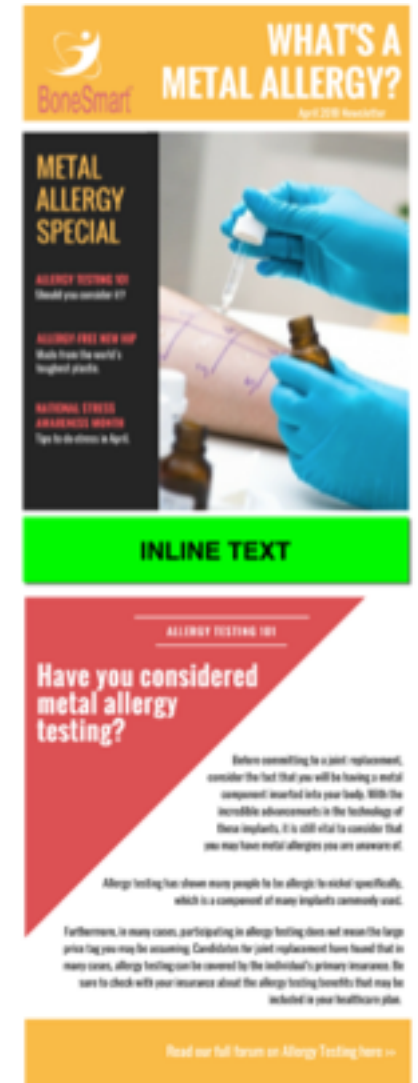


## Inline Text Advertisement

Headline/Copy = 350 words

	1X	2X	4X	6X	8X	12X
Inline Text	\$500	\$475	\$450	\$425	\$400	\$375

\*Inline can be combined with Display ad or Graphic footer for semi-exclusive opportunity



## Display Advertisement Medium Box 300px X 250px

	1X	2X	4X	6X	8X	12X
Medium Box	\$600	\$570	\$540	\$510	\$480	\$450

\*Display Ad can be combined with Inline Text Ad for semi-exclusive opportunity



### An Allergy-free Hip Now Exists

[Hyperlink to hip implant for The Bone Center](#)

A hip implant made from the same tough plastic used in high-voltage cable insulation is offering an alternative to patients who might be allergic to traditional metal implants.

The new material will be used in hip resurfacing procedures, where loose damaged or arthritic or worn metal or fully replaced.

Known as Polyethylene Hip Resurfacing, this new procedure uses a 3mm-thick cap made with a material known as cross-linked one of the toughest plastics in existence.

It is commonly used in industrial settings because it is abrasion resistant and does not melt. It is also thought that used as an implant it will not cause any allergic response.



[Read the full article >](#)



## Graphic Footer Advertisement

728 x 90 graphical area

	1X	2X	4X	6X	8X	12X
Graphic Footer	\$500	\$475	\$450	\$425	\$400	\$375

\*Graphic footer can be combined with Inline Text ad for semi-exclusive opportunity



### An Allergy-Free Hip Now Exists

*Preparation for Implant Options for The Best Outcome*

A hip implant made from the same tough plastic used in high-voltage utility insulators is offering an alternative to patients who might be allergic to traditional metal implants.

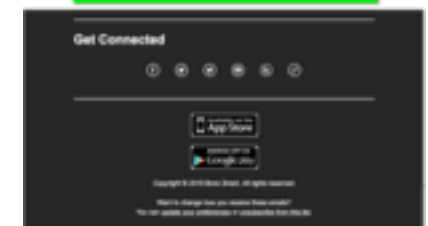
The new material will be used in hip resurfacing procedures, which have been damaged by articles in support of metal hip implants.

Known as Polyethylene Hip Resurfacing, this new procedure uses a bone-thick cap made with a material known as cross-linked one of the toughest plastics in existence.

It is commonly used in industrial settings because it is abrasion resistant and does not melt. It is also thought that used as an implant it will not cause any allergic response.

300 x 250

[Read the full article...](#)



ISSUE	Space Closing Date	Materials Closing Date	Delivery Date
January	Dec 15	Jan 5	Jan 19
February	Jan 19	Feb 2	Feb 16
March	Feb 16	March 9	March 16
April	March 16	April 13	April 20
May	April 20	May 11	May 18
June	May 18	June 8	June 16
July	June 16	July 13	July 20
August	July 20	August 10	August 17
September	August 17	September 7	September 14
October	September 14	October 12	October 19
November	October 19	November 9	November 16
December	November 16	December 7	December 14



## #1 Online Joint Replacement Community

Annual Users (2017): 2.4 Million

Annual Users est. (2018): 3.0 Million

Pageviews: 21 Million

- 94% of members are osteoarthritic
- 65% have had a knee replacement
- 45% of members have had 2 primary joint replacements
- 70% have had 2 or more joint replacements (primaries and revisions)



The screenshot shows the homepage of BoneSmart, a community for joint replacement patients. The header includes the BoneSmart logo, a search bar, and navigation links for Knee, Hip, Pain Management, Find a Clinic, Patient Forum, Donate!, and Log In. Below the header is a banner image with various medical and lifestyle-related icons. The main heading is "The Joint Kitchen" with the subtitle "A Handbook for Orthopaedic Instructors and Frailty Care Facing a Knee or Hip Replacement" and the author "Michael David Ries, MD". A "LEARN MORE" button is present. The page is divided into two main sections: "Knee Replacement" and "Hip Replacement". Each section has sub-sections for "Articles & FAQs" and "Discussions".

**Knee Replacement**

- Articles & FAQs
  - The Knee joint
  - Knee Implants
  - Deciding About Knee Replacement
  - Preparing for Knee Replacement
  - Knee Replacement, Resurfacing, Revision
  - Recovering from Knee Replacement
  - More knee articles...
- Discussions
  - Laborious job after partial - 7 years ago
  - 2018 August Hot Shots - Are you having knee surgery in August? - 7 years ago
  - 2018 June Sunbeams - Are you having knee surgery in June? - 7 years ago
  - I guess reality starts to hit... - 4 hrs ago
  - Any threads on TKR revisions - 8 hrs ago

**Hip Replacement**

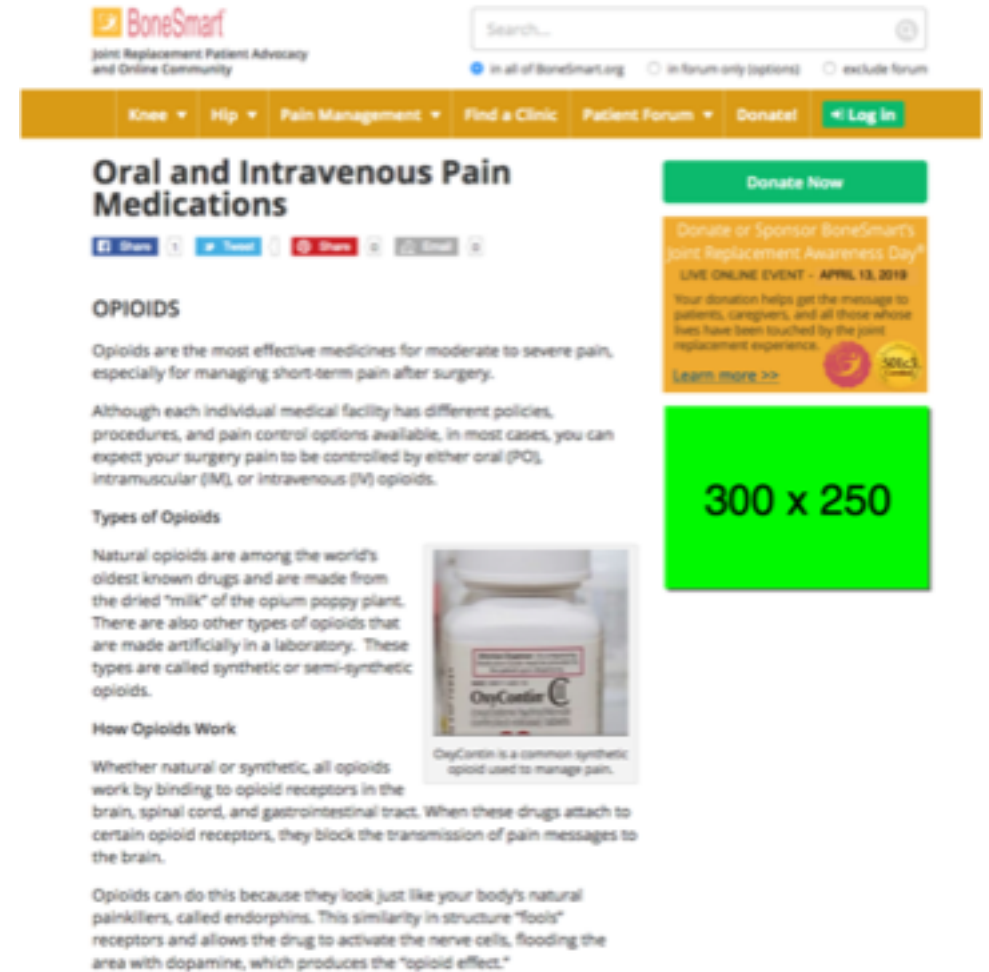
- Articles & FAQs
  - The Hip joint
  - Hip Implants
  - Deciding About Hip Replacement
  - Preparing for Hip Replacement
  - Hip Replacement, Resurfacing, Revision
  - Recovering from Hip Replacement
  - More hip articles...
- Discussions
  - Double Hipple, Coming Up!! - 7 years ago
  - Dogchick's "Hippy" Adventure - 7 years ago
  - Steroid injection - 7 years ago
  - Just wondering... - 7 years ago
  - Joint injection help plz - 7 years ago
  - S.C.F.E (Slipped Capital Femoral Epiphysis) - 7 years ago
  - More hip discussions...

## Award Winning Patient Forum

### Sidebar Medium Box– 300px X 250px

- Run of Website (non-forum pages)
- Run of Topic/Menu Section\*
- Page Specific\*

\* Exclusivity available - requires minimum three month commitment and premium rate



The screenshot shows the BoneSmart website interface. The main content area is titled "Oral and Intravenous Pain Medications" and features a section on "OPIOIDS". The text explains that opioids are effective for moderate to severe pain and lists types of opioids, including natural and synthetic ones. A small image of a white pill bottle labeled "OxyContin" is shown. The sidebar on the right contains a green "Donate Now" button, a promotional banner for "Joint Replacement Awareness Day" with a "LIVE ONLINE EVENT - APRIL 13, 2018", and a large green box with the text "300 x 250".

## Award Winning Patient Forum

### Web banner – 728px X 90px

#### ➤ Run of Site

#### Topic specific Areas\*

- Knee
- Hip
- Shoulder
- Other Joints

#### Sub-Topic specific Areas\*

- Knee Pre-op
- Knee Post-op
- Hip Pre-op
- Hip Post-op
- Shoulder Pre-Op
- Shoulder Post-Op

\* Exclusivity available - requires minimum three month commitment and premium rate



## Award Winning Patient Forum

Medium Box – 300px X 250px

➤ Forum Landing Page only

Note: Expanded opportunities coming 4<sup>th</sup> Qtr 2018



## BoneSmart.org Home Page Slider

Large Graphic – 940px x 389px

Spaces available: 4



The screenshot shows the BoneSmart.org website interface. At the top, there is a search bar and navigation links for "Knee", "Hip", "Pain Management", "Find a Clinic", "Patient Forum", "Donate", and "Log In". Below the navigation is a large green slider area with the text "940px X 389px". Underneath the slider are two columns of content, one for "Knee Replacement" and one for "Hip Replacement". Each column has two sub-sections: "Articles & FAQs" and "Discussions".

**Knee Replacement**

- Articles & FAQs**
  - The Knee Joint
  - Knee Implants
  - Deciding About Knee Replacement
  - Preparing for Knee Replacement
  - Knee Replacement, Resurfacing, Revision
  - Recovering from Knee Replacement
  - More knee articles...
- Discussions**
  - Laborious job after partial - 1 year ago
  - 2018 August Hot Shots - Are you having knee surgery in August? - 1 year ago
  - 2018 June Sunbeams - Are you having knee surgery in June? - 1 year ago
  - I guess reality starts to hit... 4 hrs ago
  - Any threads on TKR revisions 2 hrs ago

**Hip Replacement**

- Articles & FAQs**
  - The Hip Joint
  - Hip Implants
  - Deciding About Hip Replacement
  - Preparing for Hip Replacement
  - Hip Replacement, Resurfacing, Revision
  - Recovering from Hip Replacement
  - More hip articles...
- Discussions**
  - Double Hipple, Coming Up!! - 1 year ago
  - Dogchick's "Hippy" Adventure - 1 year ago
  - Steroid injection - 1 year ago
  - Just wondering... - 1 year ago
  - Joint Injection help plz - 1 year ago
  - S.C.F.E (Slipped Capital Femoral Epiphysis) - 1 year ago
  - More hip discussions...

# Online Advertising Rates



ADVERTISEMENT	COST/BASIS		DISCOUNTS/OPTIONS
<b>BONESMART FORUM</b>			
<b>Forum Web Banner – 728x90</b>			
Run of Site	\$95	CPM	5% Discount on 100K+ impressions per month
Topic Area Specific*	\$105	CPM	5% Discount on 100K+ impressions per month
<b>Forum Sidebar Medium Box – 300x250</b>			
Run of Site	\$95	CPM	5% Discount on 100K+ impressions per month
Topic Area Specific*	\$105	CPM	5% Discount on 100K+ impressions per month
<b>BONESMART WEBSITE</b>			
<b>Website Sidebar Medium Box – 300x250</b>			
Run of Site	\$105	CPM	10% Discount on 10K+ impressions per month
Run of Topic/Menu Section*	\$145	CPM	10% Discount on multiple sections
Specific Page*	\$195	CPM	10% Discount on multiple pages
<b>Homepage Slider 940x389</b>			
Run of Site	\$95	CPM	5% Discount on 100K+ impressions per month

\* Exclusivity available - requires minimum three month commitment and premium rate

# Online and eNewsletter Advertising Specifications



CREATIVE UNIT NAME	INITIAL DIMENSIONS (WxH IN PIXELS)	MAX INITIAL FILE LOAD SIZE	ANIMATION/VIDEO GUIDELINES	UNIT-SPECIFIC NOTES
Medium Rectangle	300x250	200 KB	15 sec max animation length Max loop 3 times	Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content)
Banner	728x90	200 KB	15 sec max animation length Max loop 3 times	Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
Homepage Slider	940x389	300 KB	15 sec max animation length Max loop 3 times	Ad unit content must be clearly distinguishable from normal webpage content (ad unit must have clearly defined borders and not be confused with normal page content).
eNewsletter	300x250	N/A	No animation or looping	Static Gif or JPEG
eNewsletter	Inline Text	N/A	Headline 50 characters, body copy 300 characters. Up to 2 URL links allowed	

# Terms and Conditions



The following terms and conditions (the "Standard Terms") shall be incorporated by reference into all Insertion Orders ("IOs") submitted to BONESMART Incorporated ("BONESMART") by Advertiser or its advertising agency:

1. Invoices are rendered on the publication date of each advertisement. At the sole discretion of BONESMART, BONESMART may require prepayment for advertising prior to publication of any advertisement. Advertising contracts utilizing CPM accounts will be invoiced for paid CPM count at publish of ad. Balance will be due at end of CPM contract or every three months, whichever is less. Balance of invoices due net 30 unless otherwise contracted.
2. BONESMART will not be bound by any terms, conditions or provisions appearing on IOs or copy instructions which conflict with provisions of these Standard Terms, including, without limitation, sequential liability statements from advertising agencies. In the event of any inconsistency between an IO and/or copy instructions and these Standard Terms, the Standard Terms shall control.
3. Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. All past due payments may be re-invoiced directly to the Advertiser, who will be held fully responsible for payment. BONESMART will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of the advertising rate card.
4. Ten percent agency commission off gross billings on space, color, cover, and preferred position charges. Production charges are not subject to agency commission. Agency commission will be disallowed on all past due invoices.
5. If, for any reason, an advertisement is cancelled after the closing date, BONESMART reserves the right to repeat a former ad at full rates. If the Advertiser has not previously run an ad, the Advertiser will be charged for the full cost of space reserved. Neither the Advertiser nor its agency may cancel advertising after the closing date.
6. Advertiser will be short-rated if, within a 12-month period from the date of the first insertion, Advertiser does not use the amount of space upon which its billings have been based. Advertiser will be rebated if, within a 12-month period from the date of the first insertion, Advertiser has used sufficient additional space to warrant a lower rate than that at which it has been billed.
7. Costs incurred by BONESMART for production work on advertisements will be charged to the Advertiser regardless of whether or not the ad runs. Advertiser will be charged for any file modifications, creative or typography services provided by BONESMART.
8. It is the Advertiser and their agency's responsibility to make sure that the insertion order is delivered to the proper contact at BONESMART prior to closing. BONESMART will confirm receipt of all insertion orders as requested by Advertiser or agency. Without confirmation of receipt, BONESMART will not be liable for any failure to print or publish an advertisement and the Advertiser will not be eligible for other form of compensation.
9. Due to the limited availability and the lead time required to sell, BONESMART Incorporated applies the following cancellation policy for these advertising contracts. While these contracts may be signed for any issue at any time, all contracts will be considered binding commitments subject to the following charges upon cancellation for any reason (including FDA sanctions):
  - Cancel 90 days prior to the ad closing date = no charge
  - Cancel within 60-89 days of the ad closing date = 15% cancellation penalty
  - Cancel within 31-59 days of the ad closing date = 25% cancellation penalty
  - No cancellations are accepted within 0-30 days of the ad closing date and full contract costs will apply.

In the event of a cancellation, BONESMART will make a good faith effort to sell cancelled space to another advertiser. If BONESMART is able to do so, or if the contracted agency utilizes the space for another client, cancellation charges will not apply.



# Terms and Conditions



10. If an extension date for material is agreed upon in writing and material is not received by BONESMART on the agreed date, the Advertiser will be charged for the full space reserved

11. Positioning of advertisements within a BONESMART object is at the sole discretion of BONESMART. BONESMART will use commercially reasonable efforts to comply with the IO including all advertisement placement restrictions but cannot guarantee compliance. BONESMART advertising policy follows fair rotation for placement of run-of-site advertisements from month to month. Ad/edit conflicts, unit sizes and competitive separation are also factors considered when positioning ads.

12. All requests for competitive separation must list the specific products seen as competitive on each insertion order. Product categories, parent companies and other more general lists will not be accepted. BONESMART provides guaranteed separation when we have a specific competitive product list and the space available permits separation. Without it, BONESMART will not be responsible for competitive adjacency. BONESMART cannot assume what is or is not a competitor.

13. Due to the limited availability and high demand for premium position and exclusivity advertisements, all contracts for premium positions will be sold either by minimum three month contract up to a full calendar year, in monthly increments. To cancel a premium position, the advertiser must notify BONESMART in writing of the cancellation 60 days prior to the cancelled issues' space closing deadline. If this contract is cancelled less than 60 days prior to the space closing deadline and the position cannot be resold to another advertiser, then the current advertiser agrees to pay for the position's full premium cost for that month. An exception to this policy will be an FDA obligation, in which case BONESMART will immediately cancel or suspend this agreement without penalty. If the premium position holder cannot take the next contracted time period, BONESMART Incorporated will make a good faith effort to sell the position to another client for the remainder of the originally contracted time period. If BONESMART does resell the position the current advertiser will have no further premium obligation. Any premium position holder who cancels contracted space, will forfeit the right to renew the position the following year and the position will be offered to other advertisers on a first-come, first-served basis.

14. BONESMART cannot guarantee competitive separation for ads in premium positions.

15. In order to be considered for acceptance, advertisements which contain text or copy describing a product or surgical technique and the word "ADVERTORIAL" or "ADVERTISEMENT" must be prominently displayed in 10 -point black type in ALL CAPS at the center top of each page.

16. One proof made from supplied files and meeting SWOP specifications must be provided with data file by Advertiser to BONESMART. Proof must be at 100% of the ad size. BONESMART will not supply a proof for Advertiser -supplied files. Advertiser is solely responsible for pre-flighting and proofing all advertisements prior to submission to BONESMART . If BONESMART detects an error before going live, BONESMART will make a reasonable effort to contact Advertiser to give

Advertiser an opportunity to correct and resubmit Advertiser's file before publication. BONESMART cannot provide Advertiser any assurances regarding the accuracy of reproduction of any ad submitted without a SWOP proof and shall have no obligation or liability to Advertiser of any kind (including, without limitation, the obligation to offer Advertiser make -goods or any other form of compensation) for any ad supplied to BONESMART by Advertiser without a SWOP proof.

17. Electronic ad files are held for one year from date of last insertion and then destroyed. Supplied disks are not returned or retained. BONESMART will not be held responsible for consequential costs or other damages due to loss or damage of digital ad materials, art, proofs or transparencies.

18. All advertisements are accepted and published by BONESMART on the representation that the agency and/or Advertiser are properly authorized to publish the entire contents and subject matter thereof. All contents of advertisement are subject to BONESMART's approval. BONESMART reserves the right to reject or cancel any advertisement, IO, URL link, space reservation or position commitment, at any time, for any reason whatsoever even if the advertising has been published previously by BONESMART.

19. BONESMART's acceptance of an advertisement for publication does not constitute an endorsement of the product or service advertised. No advertiser or agency may use a BONESMART name or logo without Publisher's prior written permission for each such use.

20. BONESMART does not publish content on the basis of advertising support and purposely does not put editorial content next to an unintentionally related advertisement. However, there are unavoidable occasions when this may happen. This in no way implies endorsement or quid pro quo.

21. BONESMART does not accept advertisements that contain competitor(s)' names, publication covers, logos or other content.

22. In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless BONESMART, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.

23. Advertiser hereby grants BONESMART the right and license to use, reproduce, transmit, and distribute all creative materials supplied by or on behalf of Advertiser, including without limitation, all text, graphics, illustrations and photographs (the "Creative"). Advertiser represents and warrants that: (i) it has all the necessary rights in the Creative; (ii) the Creative does not violate any applicable law or regulation; and (iii) the Creative does not violate or infringe upon any third party right in any manner or contain any material or information that is defamatory, libelous, slanderous, that violates any person's right of publicity, privacy or personality, or may otherwise result in any tort, injury, damage or harm to any person. Advertiser acknowledges that BONESMART is relying on the foregoing representations and warranties. Advertiser agrees to indemnify, defend and hold BONESMART and its affiliates, and their respective officers, directors and employees, harmless from and against any and all expenses and losses of any kind (including reasonable attorneys' fees and costs) incurred based upon a breach of any of the foregoing representations and warranties or in connection with any claim arising from or related to any advertisement supplied by Advertiser or its agents and run by BONESMART.

24. BONESMART shall not be liable for any failure to publish all or any portion of any content in which an advertisement accepted by BONESMART is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond BONESMART's control.