

# The Journal of Trauma and Acute Care Surgery

2,039  
Total Subscribers

69,245  
Average Monthly Visits

## Website

<http://www.jtrauma.com/>

## Content Focus

*The Journal of Trauma and Acute Care Surgery* provides trauma health care providers with the latest scientific knowledge on the management of trauma, emergency surgery, and the care of critically ill patients. Issues include: original articles; papers and guidelines from related sponsoring organizations; review articles; procedures & techniques; special reports; editorials and current opinions on subjects of high current interest; expert critical discussions of selected articles; and special features such as “Challenges in Acute Care Surgery” and “Surgical History.”



## Organizational Affiliation

Official Publication of the American Association for the Surgery of Trauma, the Australian and New Zealand Association for the Surgery of Trauma, the Eastern Association for the Surgery of Trauma, the Trauma Association of Canada, and the Western Trauma Association.



## Impact Factor

3.381

## Impact Factor Ranking

12/36 in Critical Care Medicine; 39/210 in Surgery

## Editor-in-Chief

Ernest E. Moore, MD

## Frequency

12 issues / year

## Advertising Guidelines

Subject to approval by Editor. New copy must be received by the Publisher two weeks before closing date.

## Distribution

|                                     |              |
|-------------------------------------|--------------|
| <b>Print Circulation:</b>           | 1,789        |
| <b>Electronic-Only Circulation:</b> | 250          |
| <b>Total Subscribers:</b>           | <b>2,039</b> |

## Website Engagement

|                                    |         |
|------------------------------------|---------|
| <b>Average Monthly Visits:</b>     | 69,245  |
| <b>Average Monthly Page Views:</b> | 108,225 |

# Run of Book Rates

Rates apply to inclusion in Print issues.

| Volume | Full Page Color | Full Page B/W (PI) | 1/2 Page Color | 1/2 Page B/W (PI) |
|--------|-----------------|--------------------|----------------|-------------------|
| 1x     | \$4,320         | \$2,590            | \$3,480        | \$1,750           |
| 3x     | \$4,165         | \$2,435            | \$3,385        | \$1,655           |
| 6x     | \$4,045         | \$2,315            | \$3,305        | \$1,575           |
| 12x    | \$3,865         | \$2,135            | \$3,205        | \$1,475           |
| 24x    | \$3,695         | \$1,965            | \$3,100        | \$1,370           |
| 48x    | \$3,575         | \$1,845            | \$3,010        | \$1,280           |
| 60x    | \$3,460         | \$1,730            | \$2,930        | \$1,200           |

## Cover and Preferred Position Rates

**Cover 2:** 50% of earned B/W (PI) page rate

**Cover 3:** 25% of earned B/W (PI) page rate

**Cover 4:** 35% of earned B/W (PI) page rate

**Other Preferred Positions:** 25% of earned B/W (PI) page rate

## Insert Rates

**2-page:** 2.5 times earned B/W (PI) page rate

**4-page:** 4.5 times earned B/W (PI) page rate

**8-page:** 8.5 times earned B/W (PI) page rate

## Agency Commission

15% agency discount should be applied. All prices shown as gross.

# Career & Events Section Rates

Rates apply to inclusion in Print issues and a PhysiciansJobsPlus 30-day Standard Job Posting. All rates include free color. Contact your Recruiting Representative for volume discounts.

| Full Page | 1/2 Page | 1/4 Page | 1/8 Page |
|-----------|----------|----------|----------|
| \$2,785   | \$1,915  | \$1,270  | \$835    |

## Agency Commission

15% agency discount should be applied. All prices shown as gross.

# Online and Email Rates

Please contact your Sales Representative for digital rates and availability.

## Website Banners

Interstitial, run of site, and targeted banner options are available. Ask about how our audience targeting solutions can help you reach your ideal HCP.

## Electronic Table of Contents (eTOCs)

Be seen in the first communication subscribers receive about their new issue. Advertise in just one ad position, or lock in 100% SOV with all positions.

Exclusive advertisers can run different ads in each position for maximum exposure.

## 3rd Party Emails

Our exclusive eblast sends your HTML message to our list of specialists in your desired specialty.

## eNewsletters

Position your ad within an existing eNewsletter or be the exclusive sponsor of a custom eNewsletter on your choice of topic or disease state to our list of specialists in your desired specialty.

Note: Online campaigns are subject to a \$2,500 minimum. All prices are net; agency commission not applicable.

## Premium Sponsorship Opportunities

- Print and Digital Supplements
- Cover Tips, Cover Wraps, Belly Bands, Inserts and Outserts
- Job Boards: premium posting packages, social media job optimization, job wraps and job feeds are available.
- Meeting Reporters: extend your message beyond physical attendees by providing in-depth conference coverage.
- Resource Centers: a multimedia educational environment anchored by Wolters Kluwer and sponsor-provided content.
- Webinars: product demos, Q&A, KOL presentations – the content possibilities are endless.
- Sponsored Videos: host your video with us, we'll place it across the relevant journal(s) video gallery and in a featured video widget across the site(s) for maximum impact.
- Point-of-care: branded anatomical charts, tear pads, and additional products to add value to your HCP relationships.

Note: All premium sponsorships are subject to publisher and/or society approval (if applicable). Contact your Sales Representative for availability and pricing.

## Reprints

Print and digital reprints are available. Contact your Sales Representative for pricing.

Check out our [reprints portal](#). Search our database to find the right article for your marketing campaigns, salesforce details, and conference booth kits.

## Closing Dates

| Issue            | Run of Book Space | Career & Events Section Space and Materials | Run of Book Print Materials | Insert Materials | Approximate Mail Date |
|------------------|-------------------|---|-----------------------------|------------------|-----------------------|
| <b>January</b>   | 12/2/2020         | 12/3/2020                                   | 12/14/2020                  | 12/14/2020       | 1/4/2021              |
| <b>February</b>  | 1/7/2021          | 1/8/2021                                    | 1/19/2021                   | 1/19/2021        | 2/5/2021              |
| <b>March</b>     | 2/3/2021          | 2/4/2021                                    | 2/16/2021                   | 2/16/2021        | 3/5/2021              |
| <b>April</b>     | 3/4/2021          | 3/5/2021                                    | 3/16/2021                   | 3/16/2021        | 4/2/2021              |
| <b>May</b>       | 4/8/2021          | 4/9/2021                                    | 4/20/2021                   | 4/20/2021        | 5/7/2021              |
| <b>June</b>      | 5/5/2021          | 5/6/2021                                    | 5/17/2021                   | 5/17/2021        | 6/4/2021              |
| <b>July</b>      | 6/3/2021          | 6/4/2021                                    | 6/15/2021                   | 6/15/2021        | 7/2/2021              |
| <b>August</b>    | 7/8/2021          | 7/9/2021                                    | 7/20/2021                   | 7/20/2021        | 8/6/2021              |
| <b>September</b> | 8/5/2021          | 8/6/2021                                    | 8/17/2021                   | 8/17/2021        | 9/3/2021              |
| <b>October</b>   | 9/1/2021          | 9/3/2021                                    | 9/14/2021                   | 9/14/2021        | 10/1/2021             |
| <b>November</b>  | 10/7/2021         | 10/8/2021                                   | 10/19/2021                  | 10/19/2021       | 11/5/2021             |
| <b>December</b>  | 11/2/2021         | 11/3/2021                                   | 11/12/2021                  | 11/12/2021       | 12/3/2021             |

To inquire about extension dates, please contact your [Sales Representative](#).

## Online Specifications

## Print Specifications

### Type of Binding

Perfect

### Journal Trim Size

8 1/8" x 10 7/8". Safety allowance for live matter: 1/2" from trim.

### Run of Journal Page Sizes

|                      | Non-Bleed Size |   |        | Bleed Size |   |         |
|----------------------|----------------|---|--------|------------|---|---------|
|                      | Width          |   | Height | Width      |   | Height  |
| Full page:           | 7"             | x | 10"    | 8 3/8"     | x | 11 1/8" |
| 1/2 page horizontal: | 7"             | x | 5"     | 8 3/8"     | x | 5 1/2"  |
| 1/2 page vertical:   | 3 1/2"         | x | 10"    | 4 1/4"     | x | 11 1/8" |

### Career & Events Section Page Sizes

|                      | Non-Bleed Size |   |        |
|----------------------|----------------|---|--------|
|                      | Width          |   | Height |
| Full page:           | 7 1/4"         | x | 9 7/8" |
| 1/2 page horizontal: | 7 1/4"         | x | 4 3/4" |
| 1/2 page vertical:   | 3 1/2"         | x | 9 7/8" |
| 1/4 page:            | 3 1/2"         | x | 4 3/4" |
| 1/8 page:            | 3 1/2"         | x | 2 1/8" |

[Download Career & Events Section guidelines](#)

### Submission of Ads

We prefer and strongly recommend the submission of ads via High-Resolution Digital Media as follows: Required format is PDF: Adobe Acrobat 6.0 + up. Electronic Transfer: Internet, FTP. Please contact your Production Associate for FTP information. Ads must be complete and sized at 100% (confirm final trim size of journal). Ad size needs to include necessary bleeds (minimum bleed allowance = 1/8" each side). All fonts and graphics must be embedded; Type 1 fonts are recommended. Ads must be saved as high resolution for print publication (minimum of 300 dpi for half tone times, 600 dpi for images containing pictures and text, 1200 dpi for line art). Four-color solids should not exceed SWOP density of 300%. Convert all RGB to CMYK.

### Insert Requirements

**Acceptance:** Sample of insert must be submitted to Sales Representative for approval.

**Sizes:** 2 page insert: 8" x 11 1/16"; 4 page insert: 8" x 11 1/16". Larger sizes upon request.

**Trim:** 3/16" off top, 1/8" bottom, gutter and outside edge; margin for live matter 5/8" inside all edges of untrimmed insert.

**Paper Stock:** 70 lb. minimum, 100 lb. text maximum.

**Quantity:** Consult Production Associate.

**Shipping Address:** Quad – Shipping Department, 555 South 108th Street, West Allis, WI 53214-1145

### Disposition of Materials

Material, other than inserts, will be held one year from date of last insertion and then destroyed unless specifically instructed otherwise. Excess inserts will not be held after binding unless requested in writing.

### Advertising Representative (U.S.)

**Name:** Tom Pitofsky

**Phone:** 661-296-8213

**Email:** [tom.pitofsky@wolterskluwer.com](mailto:tom.pitofsky@wolterskluwer.com)

## Advertising Representative (Europe)

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## Recruiting Representative (U.S.)

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## Reprints Representative (Europe)

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## Advertising Coordinator

**Name:** Patricia Muller

**Phone:** 215-521-8840

**Email:** [patricia.muller@wolterskluwer.com](mailto:patricia.muller@wolterskluwer.com)

## Production Associate

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**Phone:** 410-528-4378

**Email:** [lisa.bowling@wolterskluwer.com](mailto:lisa.bowling@wolterskluwer.com)