

# NASS Digital Reach 365



## Connect with NASS Members and Spine Professionals Year-Round!

Reach thousands of NASS Members and spine professionals year-round with your targeted message highlighting your company's latest spine innovations, products and services. NASS Digital Reach 365 offers a variety of options for you to choose from, all designed to help you reach your marketing goals through advertising in high-traffic, high-ROI NASS communication vehicles. Increase your brand awareness and stay top of mind by delivering your message to spine surgeons, physicians, allied health and other spine professionals who choose NASS for the latest multidisciplinary spine education, research and information on cutting-edge innovations in technology.

- ➔ spine.org – The Official Website of NASS
- ➔ Digital *SpineLine* Magazine
- ➔ Digital *SpineLine* Table of Contents Emails
- ➔ NASS Insider e-Newsletter
- ➔ NASSJ Open Access Journal Table of Contents Emails

For advertising information, contact Robert Zak at [rzak@spine.org](mailto:rzak@spine.org).

# spine.org – The Official Website of NASS

Spine.org is the official website of NASS, with more than one-million pageviews annually. Reach thousands of spine surgeons, physicians and other spine professionals with your message on banner ads strategically located in high-traffic areas on the website.

## Footer Sticky Banner Ad Appearing Across All Website Pages

Your ad will be exclusive for the entire month purchased.

Size/Specs: 90 × 728 pixels, file size no larger than 50kb

### JANUARY

100,000  
Average Monthly Pageviews  
**\$6,000**

### FEBRUARY

100,000  
Average Monthly Pageviews  
**\$6,000**

### MARCH

80,000  
Average Monthly Pageviews  
**\$5,000**

### APRIL

70,000  
Average Monthly Pageviews  
**\$4,500**

### MAY

80,000  
Average Monthly Pageviews  
**\$5,000**

### JUNE

80,000  
Average Monthly Pageviews  
**\$5,000**

### JULY

80,000  
Average Monthly Pageviews  
**\$5,000**

### AUGUST

80,000  
Average Monthly Pageviews  
**\$5,000**

### SEPTEMBER

100,000  
Average Monthly Pageviews  
**\$6,000**

### OCTOBER

100,000  
Average Monthly Pageviews  
**\$6,000**

### NOVEMBER

140,000  
Average Monthly Pageviews  
**\$7,500**

### DECEMBER

70,000  
Average Monthly Pageviews  
**\$4,500**

# Digital *SpineLine* Magazine

*SpineLine*, published six times annually, is the clinical and news magazine of NASS, and includes multidisciplinary scientific articles, reviews, debates, and other relevant medical, ethical and policy content in spine and healthcare. The new enhanced digital experience provides an exciting and engaging experience for readers. Select from full-page or banner ads to deliver your message to approximately 8,000 NASS Members. A special 'Open Access Issue' in November/December reaches more than 30,000 spine professionals with bonus content about the NASS Annual Meeting.

## **Publication Dates:**

January/February Issue: early February

March/April Issue: early April

May/June Issue: early June

July/August Issue: early August

September/October Issue: early October

November/December Issue: early November

## **Full Page Run of Publication Ad: \$1,200**

## **Full Page Run of Publication Ad in Special Nov/Dec Bonus Distribution Issue: \$1,800**

Size/specs—Provide each of the following sizes (.jpg or .png file):

- Desktop – 1920 × 1080 pixels
- Tablet – 768 × 1024 pixels
- Mobile – 525 × 934 pixels

## **Table of Contents Banner Ad: \$1,400**

## **Table of Contents Banner Ad in Special Nov/Dec Bonus Distribution Issue: \$1,600**

Size/Specs: Width—1080 pixels; max height 2000 pixels (.jpg or .png file)

# Digital SpineLine Table of Contents Emails

Gain additional exposure for your company with banner ads in the bi-monthly email sent to all NASS Members on the date of publication, highlighting the release and table of contents for the latest issue of digital *SpineLine*. A special email promoting the November/December 'Open Access Issue' that features bonus content about the NASS Annual Meeting will reach more than 30,000 spine professionals.

**Leaderboard Ad** (Located at the top of the email): **\$900**

**Leaderboard Ad in Special Open Access Issue Email** (Located at the top of the email): **\$1,200**

Size/Specs: 600 × 90 pixels, file size no larger than 50kb.

**Skyscraper Ad** (Located along the right border of the email): **\$900**

**Skyscraper Ad in Special Open Access Issue Email:** **\$1,200**

Size/Specs: 160 × 600 pixels, file size no larger than 50kb

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Reach Thousands of Spine Professionals [LEARN MORE](#)

# SPINELINE

## Table of Contents November/December 2023

The newest issue of digital *SpineLine* is now available! In this issue you'll find valuable, interesting content on relevant topics, including:

- **From the Desk of the President:** [Reflections on Complexity of Spine Care, Health Care Delivery System and NASS](#) by Zoher Ghogawala, MD
- **Editor's Column:** [The Last Printed Issue](#) by F. Todd Wetzel, MD
- **Letter to the Editor:** [A Response to "The Current State of Wrong-Level Lumbar Spine Surgery - An Analysis of the Current Guidelines and Medicolegal Landscape, with Appended Guidelines to Avoid the Problem"](#) by Zuhair J. Mohammed, BS; Eric M. Vess, MD; Sakthivel Rajaram, MD **Response** by Marsalis Brown, MD; James E. Fleming Jr., MD
- **Letter to Readers:** [A Move Toward the Future](#) by Jeff Karzen
- **Publications Updates:** [TSJ/NASSJ Year in Review](#) by Christopher M. Bono, MD; Jonathan N. Grauer, MD; Tobias Mattei, MD
- **Invited Review:** [Evidence-Based Medicines in Spine Surgery - A Brief Review](#) by Kai-Uwe Lewandrowski, MD; Morgan P. Lorio, MD; Huilin Yang, MD, PhD; Rossano Kepler Alvim Fiorelli, MD, PhD; Mauricio G. Pereira, MD, PhD; Benedikt W. Burkhardt, MD; Joachim M. Oertel, MD; Stefan Landgraeber, MD; Jorge Felipe Ramírez León, MD; Helton Defino, MD, PhD; Hans Jorg Leu, MD; Pietro Novellino, MD, PhD
- **Retrospective:** [From Print to Pixel - A Look at SpineLine's Legacy](#) by Jeff Karzen
- **2023 Annual Meeting:** [Annual Meeting Recap](#) by Edward Dohring, MD; F. Todd Wetzel, MD; Kai-Uwe Lewandrowski, MD
- **Regulatory Affairs:** [Interventional Spine - It's More Than Just Coding Correctly](#) by Grace Maloney, MD; Ariz Mehta, MD; David R. O'Brien Jr., MD

## NASS News

- [2023 Wrapped](#)
- [2024 20 Under 40 Applications](#)
- [Call For Outstanding Papers](#)
- [NASS Evidence Analysis & Research Council Sponsors 2023 Clinician Scholar](#)
- [Evidence & Technology Spine Summit](#)
- [Congratulations to Milestone Members](#)
- [Spine Safety Notices](#)



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# NASS Insider e-Newsletter

NASS Insider is the official e-newsletter of the North American Spine Society (NASS). Each issue contains timely updates and relevant information that is emailed to NASS Members twice each month.

With high open-rates consistently exceeding 50%, you can be confident your ad will be seen by key decision-making spine professionals year-round!

**Publication Dates:** Twice monthly

**Leaderboard Ad** (Located at the top of the email): **\$900**  
Size/Specs: 600 × 90 pixels, file size no larger than 50kb.

**Skyscraper Ad** (Located along the right border of the email): **\$900**  
Size/Specs: 160 × 600 pixels, file size no larger than 50kb

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Reach Thousands of Spine Professionals [LEARN MORE](#)

**NASS Insider**  
Your biweekly update of membership news and events

February 13, 2024

**NASS Evidence + Technology Spine Summit**  
Feb. 21-24, 2024  
Snowbird, UT

**NASS Members to Convene at the Evidence & Tech Spine Summit Next Week in Utah**  
Attendees will explore the latest surgical, medical and collaborative topics in spine care, learn about new techniques and treatments, review spine research, and evaluate the latest innovations from industry. [Learn more.](#)

**Cervical Artificial Disc Replacement Coverage Recommendations**  
[Video Preview: Rick Placide, MD, PT and Evan Johnson, PT, DPT, PCS, Discuss the Physical Exam Hands-On Course in April](#)

**NASS Evidence Analysis & Research Council Director, Steven W. Hwang, MD, Answers Questions about his Council for 2024**

**2023 David Selby Award Winner Feature: Sigurd Berven, MD**

**February 'Case of the Month': Endoscopic Surgery in Spinal Metastases**

**Now Available On-Demand: Building a Successful Spine Practice – Tips & Strategies for Early Career Spine Professionals**

**NASS Grant Recipient Li (Jasmine) Xiao, PhD Discusses How Funding Has Been Crucial for Her Research and Career Development**

**Orthopaedic Spine Faculty Position Available at The George Washington University in Washington, DC; and Other Available Opportunities on the NASS Career Center**

**On Sale Now: NASS Patient Education Brochures**

**Faculty Development Program: Unlock the Art of Teaching Practical Skills**

**NASS Podcast: Artificial Intelligence in Spine Care: What You Need to Know**

**Hands-On Course in April Explores Multidisciplinary Management of Spinal Tumors**

**New Digital SpineLine Coming Soon! – Ensure You Have Access!**

**NASS 'Ask the Experts' Video: Use of Robotics and Navigation in Spinal Deformity**

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**CALENDAR OF UPCOMING EVENTS**

**2024 Evidence & Technology Spine Summit**  
February 21-24, Snowbird, UT

**The Art & Science of the Physical Examination**  
April 5-6, Burr Ridge, IL

**Hands-On Course: Contemporary Management of Spinal Tumors**  
April 26-27, Burr Ridge, IL

**2024 Spine Across the Sea**  
July 26 - August 1, Kohala, HI

**NASS 2024 Annual Meeting**  
September 25-28, Chicago, IL

[View All Upcoming Events](#)

**IMPORTANT LINKS**  
[Courses](#)  
[Conferences](#)  
[Online Learning](#)  
[Clinical Guidelines](#)

**RESOURCES**  
[Podcasts & Videos](#)  
[Books](#)  
[SpineLine](#)  
[The Spine Journal](#)  
[NASS/](#)

**WEBSITES**  
[Spine.org](#)  
[KnowYourSpine.org](#)  
[SpineAdvocacy.org](#)

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# NASSJ Open Access Journal Quarterly Table of Contents Emails to Members

NASSJ is an open access multidisciplinary international electronic journal that publishes peer-reviewed research, critical reviews, editorials, and exchanges related to the spine surgery and spine care. Your leaderboard or skyscraper ad will deliver your message to NASSJ readers in a quarterly email highlighting the latest articles and table of contents. Reach more than 30,000 spine professionals.

## Publication Dates:

March  
June  
September  
December

**Leaderboard Ad** (Located at the top of the email):

**\$1,200**

Size/Specs: 600 × 90 pixels, file size no larger than 50kb

**Skyscraper Ad** (Located along the right border of the email): **\$1,200**

Size/Specs: 160 × 600 pixels, file size no larger than 50kb

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**NASSJ**  
THE OPEN ACCESS JOURNAL OF SPINE

**NASSJ Table of Contents**  
March 2024

North American Spine Society Journal (NASSJ) is an open access journal that publishes peer-reviewed research, critical reviews, editorials, and exchanges related to spine surgery and spine care.

Benefits of submitting your next manuscript to NASSJ:

- **Visibility:** Your article will be published without restriction or limitation on [nassopenaccess.org](http://nassopenaccess.org) and on Science Direct, where it can be found and read by 17 million readers per month.
- **Trust:** The North American Spine Society is the leading global non-profit organization uniting all those connected in spine care into a member community.
- **Quality:** Dr. Jonathan Grauer, Editor in Chief, leads a multidisciplinary editorial team dedicated to providing authors with thoughtful peer-review.
- **Innovation:** Your research is positioned to form a building block for the next great discovery. By publishing in NASSJ, your work is immediately available in its entirety and free to reuse with attribution. Colleagues can discuss your work online, creating a dialogue with you that supports better spine care.
- **Variety:** Options to submit include original basic science/translational research, systematic reviews, case reports, clinical studies and trials. Other article types you can contribute: critiques of classic articles, highlights of legends, and reviews of notable evolutions in the field of spine care.

As an author, you can make an impact and influence spine science by publishing open access in NASSJ.

We invite you to submit your next manuscript to NASSJ.

**SUBMIT YOUR MANUSCRIPT**

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**NASS**  
ADVANCING GLOBAL SPINE CARE

# Advertising Requirements

## **Artwork**

All artwork must be submitted in the required file format at least 3 weeks prior to the scheduled publication date.

## **Reserving Ad Space**

All advertising that has been reserved in a NASS Publication via a signed Letter of Offer and Acceptance (LOA) may not be cancelled and you will be billed for the full amount due.

## **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.

## **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 its publications and the mission of NASS

For advertising information contact Robert Zak at [rzak@spine.org](mailto:rzak@spine.org)

For questions regarding ad specs contact Jessica Vander Naald at [jvandernaald@spine.org](mailto:jvandernaald@spine.org)