

PRINT ADVERTISING INSERTION ORDER

AD TYPE(S) (check all that apply): Display Ad Showcase Ad Resource Section Ad **ALL ADS ARE PRINTED IN 4-COLOR**

Reserve space in the following issue(s): January February March April May June
 July August September October November December

Ad Size: 2-Page Spread Full-Page 1/2 Page 1/3 Page 1/4 Page Horizontal Vertical

Resource Section (Select Issues): 1/3 Page 1/6 Page 1/12 Page

Ad Materials: New _____ Pick-up _____
name or reference name or reference

Please add special instructions in box below. (See page 2 for ad mechanical requirements and print terms.)

SHOWCASE ADS: Submit up to 100 words including title and contact information, along with a high resolution (300 dpi minimum) image or logo. Additional image \$50, space permitting.

BUSINESS & BILLING CONTACT INFORMATION

Company Name _____
 Person Placing Ad _____ Email _____
 Accounts Payable Contact _____ Email _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 Business EIN _____

FORM OF PAYMENT—CREDIT AUTHORIZATION

Required for new advertisers and showcase ads.*
 Credit Card (check one) Visa MasterCard _____ PO# (if applicable) _____
 *Credit Card Number _____ Exp. Date _____
 Name on Card _____ CVC# _____

Electronic invoices will be sent directly to AP Contact email.

AGREEMENT

- This insertion order confirms that I have authorized the purchase of advertising space as described above. I understand this must be signed and returned before the closing date and that my ad will not run until I receive confirmation that this form was received.
- All invoices are to be paid within 30 days of the invoice date. U.S. funds only.
- I authorize Western Media LLC to process payment against the above credit card, if provided.
- Cancellation of all ads/contracts requires a 60-day written notice. Excludes premium position advertising, as these require a 12-month commitment.
- In the event an action is brought to enforce the terms of or collect fees under this contract, Western Media LLC is entitled to all costs and expenses, including reasonable attorney's fees.

To be completed by EDGE Media Group:
 Gross Price _____
 Agency Disc _____
 Net Price _____

Signature _____ Date _____

PRINT SPECS + MECHANICALS

DIGITAL FILE REQUIREMENTS: The O&P EDGE is produced in Adobe InDesign. Ad files must be submitted as press-resolution PDF files. Instructions for creating PDF files from standard software applications compliant with our printer are available upon request.

Images must be CMYK or gray scale and a minimum of 300 dpi. If you include crop marks on your ad, please place these in the slug area, not in the .25" bleed space. They are removed before printing.

PROOF: Please check your PDF files carefully before submitting. All ads will be printed as received. The O&P EDGE is not responsible for errors in submitted PDF files.

CLOSING DATES

Issue Date	Bonus Meeting Circulation	Ad Deadline
January		December 1
February	Hanger Education Fair, Abilities Expo Los Angeles, PrimeFare Central	January 1
March	Academy Annual Meeting	February 1
April		March 1
May	ACPOC Annual Meeting, Abilities Expo New York	April 1
June	LAOP Annual Meeting, Abilities Expo Chicago, PrimeFare East	May 1
July		June 1
August	Abilities Expo Houston	July 1
September	AOPA National Assembly, Abilities Expo Boston	August 1
October	CAF Triathlon	September 1
November	PFA Annual Symposium, Abilities Expo Bay Area	October 1
December	DSUSA Hartford Ski Spectacular, Abilities Expo DC	November 1

Bonus distribution and deadline dates subject to change.

PRINT TERMS + CONDITIONS

EFFECTIVE RATE DATE: January 2019 for all advertisements.

FREQUENCY: 12 times per year, first week of each month.

COMMISSIONS AND DISCOUNTS: Recognized agency commission is 15 percent of gross billing on space, provided the account is paid within 30 days of invoice date. After 30 days, gross billing is due in full. Mechanical preparation charges, showcase ads, calendar ads, classified ads, and inserts are non-commissionable. **Contracts MUST be signed to receive any discounts and may not be canceled without a 60-day written notice to the publisher prior to the closing date. Excludes premium position ads, as these have a 12-month commitment.**

BILLING: Invoices will be emailed. Online payment options available.

PAYMENT REQUIREMENTS: 30 days net from invoice date. 1.5 percent interest per month on past-due accounts. Advertiser is responsible for any delinquent payments by recognized agencies.

EXTENSIONS: If an extension date for material is agreed upon and material is not received, the advertiser will be charged for space reserved and the most recent ad of the same size placed by the advertiser will be picked up to fill the space.

CANCELLATIONS: All cancellations must be made in writing 60 days prior to the contracted issue closing date, with the exception of premium position ads, which are based on a 12-month commitment. If an ad is canceled for any reason, the publisher reserves the right to repeat a prior ad at the contracted rate. If an advertiser has not previously run an advertisement, the advertiser will be charged the contracted rate for a non-run ad.

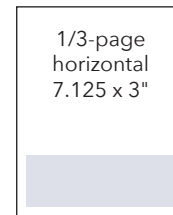
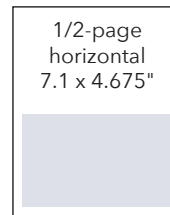
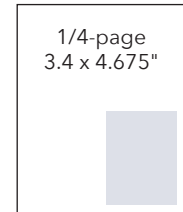
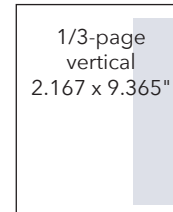
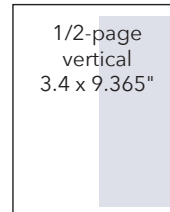
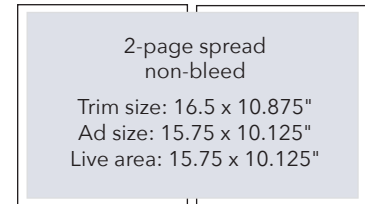
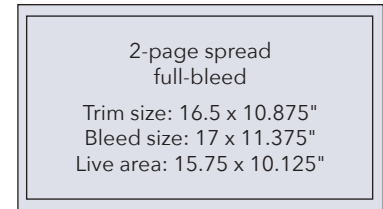
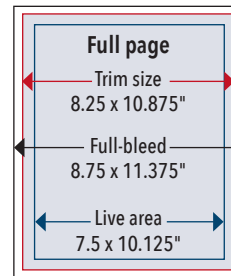
SPECIFICATIONS: The O&P EDGE is printed on 60-80# coated paper stock direct-to-plate on a web press with 150-line screen in 4-color. The trim size (page size) is **8.25 x 10.875"**. Bleeds of .25" are required. Keep text inside live area (inside trim by a **minimum of .375"** on all edges).

FULL PAGE AD:

Trim size is 8.25 x 10.875"

Bleed size is 8.75 x 11.375"

Live area is 7.5 x 10.125"



PLEASE NOTE: Ad templates are provided for all ad sizes in the EDGE Ad Templates Folder on our website. We recommend building your ad using the provided templates to ensure optimal results.

DELIVERY INSTRUCTIONS: Email files to sales@opedge.com or place in our drop box: www.hightail.com/u/EDGE-Amplitude

POSITIONS AND CHANGES: The O&P EDGE will make every attempt to honor ad position requests of 12 month contracted advertisers; but reserves the right to adjust positions should layout or production conflicts arise. Full-page, four-color ads will receive right-hand ad placement preference. **Under no circumstances will changes be made by the publisher to the content or design of any advertisement without written consent from the advertiser.**

CONTACT

Questions and ad materials should be sent to:

Ron Hewett

Email: sales@opedge.com

Phone: 303.255.0843

Fax: 303.255.0844