

# #1 Read Classifieds + Calendar Listings in OP&P!

# 2019

## CLASSIFIEDS + CALENDAR RATES + SCHEDULE

### Classifieds + Calendar Ads Closing Dates

Issue	Bonus Distribution	Deadline
January	PacRim Conference	December 7
February	Hanger Education Fair Abilities Expo Los Angeles, PrimeFare Central	January 7
March	<b>Academy Annual Meeting [BONUS! Job Board]</b>	February 7
April		March 7
May	ACPOC Annual Meeting, Abilities Expo New York	April 7
June	LAOP Annual Meeting Abilities Expo Chicago, PrimeFare East	May 7
July		June 7
August	Abilities Expo Houston	July 7
September	Abilities Expo Boston <b>AOPA National Assembly [BONUS! Job Board]</b>	August 7
October	CAF Triathlon	September 7
November	PFA Annual Symposium, Abilities Expo Bay Area	October 7
December	DSUSA Hartford Ski Spectacular Abilities Expo DC	November 7

Bonus distribution and deadline dates subject to change.



Innovative.  
Trusted.  
Independent.  
Results-driven.

We are EDGE Media Group.

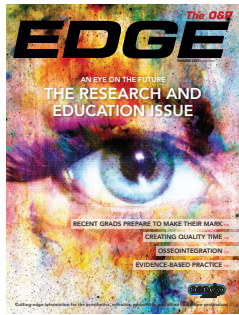
**EDGE** The O&P

11154 Huron Street // Suite 104 // Northglenn // CO 80234  
Phone: 303.255.0843 // Fax: 303.255.0844 // alyssa@opedge.com  
www.opedge.com

**EDGE** The O&P

#1

Magazine // Website // E-newsletter



**EDGE** The O&P

**16,300+** copies  
printed/month on average

**47** classified ads per issue  
on average compared to  
1-2 in competitor's issues.  
*Based on Jan. - Oct. 2018 issues*

**OPEDGE**  
.com

**#1** read  
classifieds + calendar  
listings in OP&P

Powered by  
**oandp**  
journal



**EDGE**  
**DIRECT**  
E-NEWSLETTER

**16,300+** subscribers

**18%** open rate

**6%** click rate



Delivered to  
practitioner  
email inboxes

## CLASSIFIED AD PRICING

Print w/logo per month	Word count	Online ONLY w/logo placed by EDGE: \$120/30 days (up to 150 words)
\$275	50 or fewer	Self placed: \$95
\$350	51-75	
\$450	76-95	
\$525	96-120	
\$675	121-150	

Online ONLY Tile Ad w/pic:  
**\$300/30 days**

All ads  
include **FREE**  
4-color logo.

### ADDITIONAL SERVICES

Blind Ad\* .....add \$30  
\*Anonymous ad with email forwarding service

Bulleted Ad.....add 20%

EDGE Direct e-newsletter Classifieds.....add \$75

Classifieds Job Board\* ..... \$130 board only  
\*With select meeting issues  
Discounted with monthly print ad in meeting issues

## CALENDAR AD PRICING

Print w/logo per month	Word count	Online ONLY w/logo
\$60	30 or fewer	\$40
\$70	31-40	\$45
\$80	41-50	\$50
\$90	51-60	\$55
\$350	1/8-page text box	Price/30 days

### ADDITIONAL SERVICES

EDGE Direct e-newsletter Calendar .....add \$50

Self placed calendar ad on opedge.com ..... \$55 up to 60 words

LIST YOUR FACILITY IN OUR  
O&P FACILITIES DIRECTORY!

Starting at \$10/month  
[www.opedge.com/facilities](http://www.opedge.com/facilities)

Place your  
classifieds + calendar  
ads with Alyssa.

[alysa@opedge.com](mailto:alysa@opedge.com)  
303.255.0843



## VALUE-ADDED SERVICES

- FREE** premium ad placement on opedge.com during the month your ad appears in print
- FREE** flip-magazine advertising with live linking to your website or email address
- Ads posted online within **24 hours**
- Competitive prices; **no hidden fees**

- DISCOUNTED** Classifieds Job Board placement with select meeting issues
- FREE** 4-color logo included with every ad
- Free placement on *The O&P EDGE* Facebook page

## CLASSIFIEDS + CALENDAR BOX ADS

Price per month	Box ad size	Dimensions
\$550	1/6 page	3.4" wide x 3.12" tall
\$775	1/4 page	3.4" wide x 4.675" tall
\$925	1/3 page horizontal	7.1" wide x 3.25" tall
\$925	1/3 page vertical	3.4" wide x 6" tall
\$1,175	1/2 page horizontal	7.1" wide x 4.675" tall
\$1,175	1/2 page vertical	3.4" wide x 9.365" tall
\$1,500	2/3 page horizontal	7.1" wide x 6" tall
\$1,950	Full page	Call for ad requirements