2021

Media Planning Guide

PRINT // ONLINE // E-NEWSLETTER // SOCIAL MEDIA // TRADE SHOWS & EVENTS

Our Story

Welcome to *The O&P EDGE*

The O&P EDGE has been the industry's leading and most-read publication among O&P professionals since 2002. We deliver an in-depth look at every aspect of the industry, building on the past and looking toward the future.

Our audience comprises over 16,000 print readers, 91,000+ monthly site visitors, and 15,000 weekly newsletter recipients who lead and guide the O&P profession. From best practices, new legislation, the latest innovations, and practical how-to information, *The O&P EDGE* covers O&P.

Our readers are the decision-makers and influencers in the market. The products they use, the services they demand, and the information they require make *The O&P EDGE* a necessity when it comes to running an O&P facility and serving patients.

Being a marketing partner with us ensures that you too reach this valuable and influential audience.

Integrated Marketing Solutions

Reaching the O&P professional the way they want to be reached.

Print

Award-Winning Magazine

By partnering with *The O&P EDGE,* advertisers have exclusive access to more than 16,000 O&P professionals and decision-makers. Align your business with the industry's most influential consumers.

6x Award Winner
ABBIES
2015-2020

OUR PRINT STATS SAY IT ALL

***THE O&P EDGE* IS RECEIVED BY**

95%
certified O&P professionals and technicians

100%
of approved O&P educational programs

16,000+
current and future practitioners and industry professionals

Contact the EDGE sales team for advertising opportunities.

Ron Hewett
ron@opedge.com
303-255-0843

EDITORIAL CALENDAR

JANUARY
Looking Forward: The Future of O&P

FEBRUARY
The Lower Limb

MARCH
The Upper Limb

APRIL
Pediatrics

MAY
Research and Education

JUNE
Niche and Specialized Care

JULY
Fabrication
Central Fab Resource Section

AUGUST
Outcomes and Payer Issues

SEPTEMBER
The Business of O&P

OCTOBER
Global O&P Issues
Orthotic Resource Section

NOVEMBER
Pedorthics and Biomechanics

DECEMBER
The Rehabilitation Team

AD DEADLINE IS THE FIRST OF EVERY MONTH PRIOR TO PUBLICATION DATE.

2021 PRINT RATE CARD

RATES	1x	3x	6x	12x
Full Page	$3270	$3135	$3035	$2925
2-Page Spread	$5325	$5095	$4915	$4750
1/2 Page	$2755	$2610	$2475	$2335
1/3 Page	$2265	$2155	$2040	$1925
1/4 Page	$1875	$1845	$1765	$1685

INQUIRE ABOUT SPONSORED CONTENT RATES

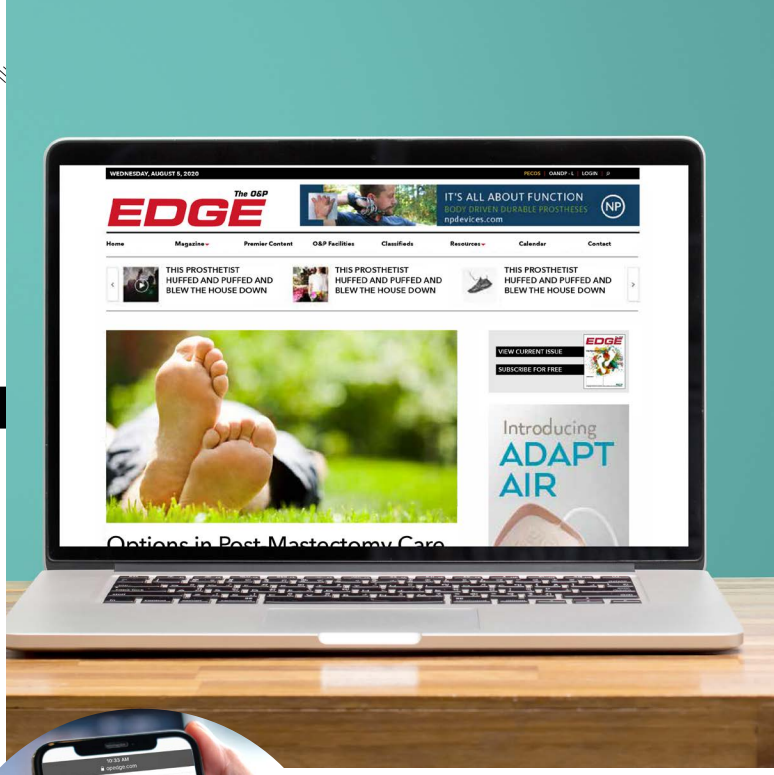
PREMIUM POSITION RATES, 12x RUN	
Back Cover	$3935
Inside Front Cover	$3385
Inside Back Cover	$3385

SHOWCASE OR RESOURCE SECTION		
1/3 Page	$1100	150-175 words + logo & image
1/6 Page	$600	65-85 words + logo or image
Submit a pre-designed ad for an additional $200		

Online

Elevate Your Brand

OPEDGE.com is completely redesigned for 2021 to offer visitors up-to-the-minute information and comprehensive archives covering nearly 20 years of O&P content.



EDGE DIGITAL STATS

99,254
average monthly unique visitors

334,600
average monthly page views

4.3 minutes
average time spent on OPEDGE.com

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ADVERTISING OPPORTUNITIES

Top Leaderboard
$950/month run of site
728 pixels wide x 90 pixels tall
100 KB max ad size

Leaderboard
$750/month run of site
728 pixels wide x 90 pixels tall
100 KB max ad size

Medium Rectangle
$750/month run of site
300 pixels wide x 250 pixels tall
100 KB max ad size

Expanded Rectangle
$950/month run of site
300 pixels wide x 600 pixels tall
100 KB max ad size

Product & Service Directory
$60/month/category
- Name + contact info
- Link to website
- 85 word description + logo

E-newsletter

Weekly Industry News

The weekly *EDGE Direct* e-newsletter's growing circulation and high click-through rate allows advertisers to align their product messaging alongside sought-after editorial content.

EDGE DIRECT STATS

Reach

15,000+

Subscribers with *EDGE Direct*

12.7%

Open Rate

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ADVERTISING OPPORTUNITIES

Sponsored Story

$2900/month includes

Top Leaderboard	728 pixels wide x 90 pixels tall, 100 KB max ad size
Sponsored Story	250-500 words; 25-word preview with the rest of your story on opedge.com

Rotating Leaderboard

$1200/month (4 issues)

728 pixels wide x 90 pixels tall
100 KB max ad size

O&P Jobs Ad

$160/month

Calendar Ad

$60/month

O&P Jobs

Find Your Best Candidate

The O&P EDGE has the single largest O&P Jobs section in print and online focused solely on the O&P profession.

O&P JOBS AD RATES

Print w/logo per month	Word count
$299	50 or fewer
$375	51-75
$450	76-95
$525	96-120
$675	121-150

Immediate Online Placement	add $125 to print price
Self Placed Online Only With Logo (up to 150 words)	$125/month
Online Only With Logo Placed by EDGE (up to 150 words)	$150/month
Online Only Medium Rectangle	$300/month

ADDITIONAL SERVICES	
Blind Ad* *Anonymous ad with email forwarding service	add $30
Bulleted Ad	add 20%
EDGE Direct Weekly E-newsletter O&P Jobs	add $160/month
O&P Job Board* *With select meeting issues Discounted with monthly print ad in meeting issues	$140 board only

CALENDAR AD RATES

Print w/logo per month	Word count
$60	30 or fewer
$70	31-40
$80	41-50
$90	51-60
$350	1/8 page box ad

ADDITIONAL SERVICES	
EDGE Direct Weekly E-newsletter Calendar	add $60/month
Self Placed Online Only w/logo (up to 60 words)	$55/month

BOX ADS: O&P JOBS OR CALENDAR

Price per month	Box ad size	Dimensions
$350	1/8 page (calendar only)	3.4" wide x 2.4" tall
$775	1/4 page	3.4" wide x 4.675" tall
$1175	1/2 page horizontal	7.1" wide x 4.675" tall
$1175	1/2 page vertical	3.4" wide x 9.365" tall
$1950	Full page	8.25" wide x 10.875" tall

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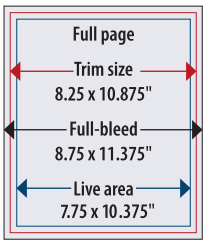
OPJobs@opedge.com // 303-255-0843

Mechanicals

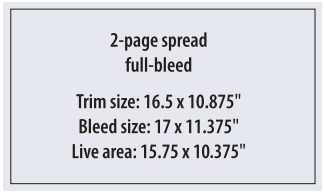
Print Specs + Mechanicals

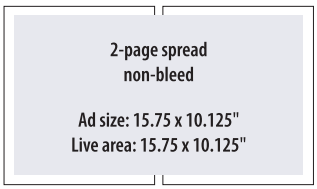
Printing: 4-color Web Offset on 60# Coated Stock
Binding: Perfect Bound
Magazine Final Trim Size: Width 8.25" x Height 10.875"
Live Matter: Keep live matter 0.25" from trim on all edges

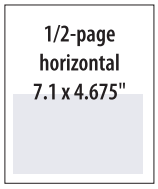
Ad Sizes	Non-Bleed	Full-Bleed
2-page spread	15.75 x 10.125"	17 x 11.375"
Full page	7.75 x 10.375"	8.75 x 11.375"
1/2 page horizontal	7.1 x 4.675"	
1/2 page vertical	3.4 x 9.365"	
1/3 page horizontal	7.125 x 3"	
1/3 page vertical	2.167 x 9.365"	
1/4 page	3.4 x 4.675"	

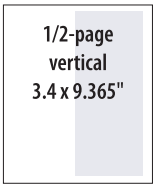


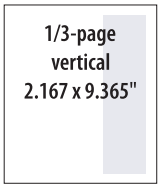
PLEASE NOTE: Ad templates are provided for all ad sizes in the Ad Templates Folder on our website. We recommend building your ad using the provided templates to ensure optimal results.











Questions?
Email sales@opedge.com or call 303-255-0843 x3. Instructions for creating press-ready PDF files from standard software applications compliant with our printer are available upon request.

INSTRUCTIONS FOR SUBMITTING PRESS-READY PDF FILES

The O&P EDGE cannot be responsible for any color or positioning variation that occurs if advertiser does not adhere to all specifications.

Images
- Use high-resolution images; 300 dpi is required
- Do not scale images above 130%
- Images should not have ICC profiles embedded

Fonts + Colors
- Always embed all fonts and do not allow font substitutions
- RGB or LAB colors are not accepted
- Use CMYK colors and convert all spot colors to process

Layout
- When bleed is required, provide 0.25" beyond the trim area on all sides
- Do not allow marks to encroach upon trim or bleed areas; place them in the slug area at an offset amount of 0.375"
- Keep all text/important logos/fine print inside live area

Delivery Instructions
- Email files to sales@opedge.com or deliver to our secure drop box at https://spaces.hightail.com/uplink/EDGE-AMP

Print Terms + Conditions
- Effective rate date: January 2021 for all advertisements
- Frequency: 12 times per year, mailed first week of each month

Commissions + Discounts

Contracts MUST be signed to receive any discounts. Recognized agency commission is 15% 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.)**

Payment Requirements

30 days net from invoice date; 1.5% 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 closing date, with the exception of Premium Position ads. Premium Position ads are contracted for all issues within the given year. If an ad is canceled for any reason after the cancellation deadline, 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.

Positions + Changes

The O&P EDGE will make every attempt to honor ad position requests for full-page ads but reserves the right to adjust positions should layout or production conflicts arise. **(Under no circumstances will changes be made to the content or design of any advertisement without written consent from the advertiser.)** Any requested revisions made to advertisements by *The O&P EDGE* will be billed at $95/hour.