

## Classifieds + Calendar Ads Closing Dates

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

Bonus distribution and deadline dates subject to change.

**EDGE** The OSP

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## 2017 Classifieds + Calendar Rates + Schedule

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Innovative.  
Trusted.  
Independent.  
Results-driven.

We are EDGE Media Group.

**EDGE** The OSP

#1

Magazine // Website // E-newsletter

# OUR STATS

We are pleased to report an unparalleled 100% confirmed subscription rate. The people who receive *The O&P EDGE* want to receive it.



**16,000+** copies circulated monthly on average.

**88%** of our circulation is mailed directly to practitioners and industry professionals.

*The O&P EDGE* is preferred **20:1** by OP&P professionals.



**438,742:** the average number of visits to opedge.com per month.

**29,918:** the average number of people who go to the opedge.com classifieds section monthly.

**2<sup>nd</sup>** most visited page on opedge.com ([www.opedge.com/classifieds](http://www.opedge.com/classifieds)) after PECOS.



Monthly newsletter e-mailed **FREE** to subscribers.

**14,900+** subscribers, growing daily.

**18%** open rate.

**5%** click rate.

Delivered to practitioner e-mail in-boxes.

## ADDED VALUE

- Ads posted online within 24 hours
- **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 e-mail address
- **FREE** logo included with every ad
- **Competitive prices; no hidden fees**
- **FREE** Classifieds Job Board placement with select meeting issues

### EDGE CLASSIFIEDS SET THE STANDARD.

*The O&P EDGE* averages **42 classified ads per issue.**  
Our competitors average only 3-4 per issue.

\*Based on January-August 2016 issues.



Place your classifieds + calendar ads with Alyssa.

[alyssa@opedge.com](mailto:alyssa@opedge.com)

# CLASSIFIEDS

**GET RESULTS** Find your next employee, sell your business, and offer your services with *The O&P EDGE* Classifieds.

Print w/logo per month	Word count	Online ONLY w/logo
\$220	50 or fewer	<b>\$95/30 days</b> (up to 250 words)  <b>All ads include FREE 4-color logo.</b>
\$275	51-75	
\$350	76-120	
\$475	121-150*	
\$600	151-200*	
\$825	201-250	

\*Box ad rates may apply

### ADDITIONAL SERVICES

Blind Ad\* .....add \$30  
\*Anonymous ad with e-mail forwarding service

Bulleted Ad.....add 20%

*EDGE Direct* E-newsletter Classifieds.....add \$50

Classifieds Job Board\* ..... \$130 board only  
\*With select meeting issues

**FREE** with monthly print ad in meeting issue

# CALENDAR

**THINK BIG** Only *The O&P EDGE* gives you the exposure you need to promote your event and make it a success.

Print w/logo per month	Word count	Online ONLY w/logo
\$55	30 or fewer	\$40
\$65	31-40	\$45
\$75	41-50	\$50
\$85	51-60	\$55
\$275	1/8-page text box	Price/30 days

### ADDITIONAL SERVICES

*EDGE Direct* E-newsletter Calendar .....add \$30

**#1 Preferred Classifieds + Calendar Listings in OP&P!**

# CLASSIFIEDS + CALENDAR BOX ADS

Price per month	Box ad size	Dimensions
\$725	1/4 page	3.4" wide x 4.675" tall
\$825	1/3-page horizontal	7.1" wide x 3.125" tall
\$825	1/3-page vertical	3.4" wide x 6.875" tall
\$925	1/2-page horizontal	7.1" wide x 4.675" tall
\$925	1/2-page vertical	3.4" wide x 9.365" tall