



The O&P **EDGE**

2018 Media Kit

#1

Magazine // Website // E-newsletter



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Innovative.
Trusted.
Independent.
Results-driven.

**We are EDGE
Media Group.**



WHO WE ARE + WHAT WE DO

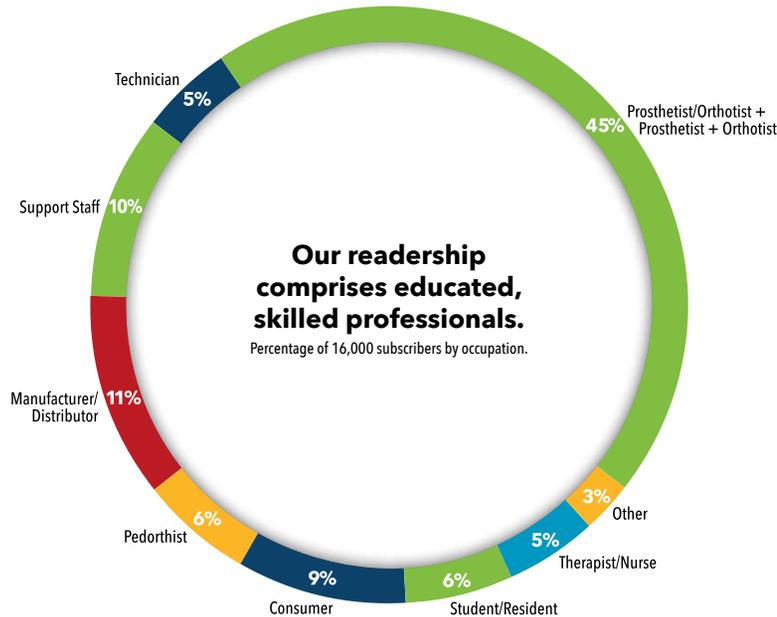


WE INSPIRE LOYALTY.

100% of businesses who advertised in our first issue are still advertising with us today.*

*Among OP&P businesses still in operation.

The O&P EDGE reaches a targeted audience recognized for influencing OP&P trends. We are the OP&P trade publication that can help you expand your visibility and authenticate your brand within the ever-changing OP&P world. We'll help you align your brand or product with an audience of dedicated readers who have a vested interest in the industry.



16,000+
copies printed monthly on average

100%
confirmed subscribers—
advertise with confidence

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

The O&P EDGE is preferred

20:1
by OP&P professionals

Smart Partnerships

The American Academy of Orthotists and Prosthetists

The Academy TODAY, brought to you by the Academy and published by EDGE Media Group, is mailed quarterly with *The O&P EDGE*.



O&P Digital Technologies

Our partnership has made opedge.com the #1 website for the OP&P professions.



National Association for the Advancement of Orthotics and Prosthetics

Regular editorial updates about O&P policies and legislation provided by NAAOP.



2018 PRINT EDITORIAL CALENDAR

<p>Q1</p> <p>JANUARY</p> <p>Editorial Highlights Negotiating Healthcare Policy</p> <p>Bonus Distribution Hanger Education Fair PacRim Conference</p> <p>AD DEADLINE: 12/01/17</p> 	<p>FEBRUARY</p> <p>Editorial Highlights Research and Education</p> <p>Bonus Distribution Academy Annual Meeting PrimeFare Central Abilities Expo Los Angeles</p> <p>AD DEADLINE: 01/01/18</p>	<p>MARCH</p> <p>Editorial Highlights Getting Patients Active</p> <p>AD DEADLINE: 02/01/18</p>
<p>Q2</p> <p>APRIL</p> <p>Editorial Highlights Pediatrics</p> <p>Bonus Distribution ACPOC Annual Meeting</p> <p>AD DEADLINE: 03/01/18</p> 	<p>MAY</p> <p>Editorial Highlights International Issues</p> <p>Bonus Distribution OT World Leipzig Abilities Expo New York</p> <p>AD DEADLINE: 04/01/18</p>	<p>JUNE</p> <p>Editorial Highlights Lower-limb</p> <p>Bonus Distribution Abilities Expo Chicago LAOP Annual Meeting</p> <p>AD DEADLINE: 05/01/18</p>
<p>Q3</p> <p>JULY</p> <p>Editorial Highlights Patient-centered Care</p> <p>Bonus Distribution PrimeFare East</p> <p>AD DEADLINE: 06/01/18</p> 	<p>AUGUST</p> <p>Editorial Highlights Fabrication</p> <p>Bonus Distribution Abilities Expo Houston</p> <p>AD DEADLINE: 07/01/18</p>	<p>SEPTEMBER</p> <p>Editorial Highlights Upper-limb</p> <p>Bonus Distribution Abilities Expo Boston AOPA National Assembly</p> <p>AD DEADLINE: 08/01/18</p>
<p>Q4</p> <p>OCTOBER</p> <p>Editorial Highlights The Business of O&P</p> <p>Bonus Distribution CAF Triathlon</p> <p>AD DEADLINE: 09/01/18</p> 	<p>NOVEMBER</p> <p>Editorial Highlights Foot and Ankle Care</p> <p>Bonus Distribution Abilities Expo Bay Area PFA Annual Symposium</p> <p>AD DEADLINE: 10/01/18</p>	<p>DECEMBER</p> <p>Editorial Highlights Working With the Rehabilitation Team</p> <p>Bonus Distribution DSUSA Hartford Ski Spectacular Abilities Expo DC</p> <p>AD DEADLINE: 11/01/18</p>

 Denotes *The Academy TODAY* co-mailing.
Bonus distribution and editorial highlights subject to change.



IN EVERY ISSUE*

- Viewpoint
- Calendar
- Industry Review + Hot Topics
- Features
- Departments
- Showcase [New Products]
- Classifieds
- Perspective

*Subject to change.



2018 PRINT RATE CARD



Display Advertising Rates, 4-color Only

RATES	1x	3x	6x	12x	24x
Full Page	\$3270	\$3135	\$3035	\$2925	\$2785
2-Page Spread	\$5325	\$5095	\$4915	\$4750	\$4565
1/2 Page	\$2755	\$2610	\$2475	\$2335	\$2175
1/3 Page	\$2265	\$2155	\$2040	\$1925	\$1795
1/4 Page	\$1875	\$1845	\$1765	\$1685	\$1525

Ad specs can be found on page 12.



Get Maximum Exposure With Premium Placement

PREMIUM POSITION RATES, 12x RUN

Back Cover	\$3935
Inside Front Cover	\$3385
Inside Back Cover	\$3385
Pages 1, 3, 5, 7, 9	\$3115



Showcase Ads (Budget-friendly)

\$550 EACH **OR FREE** WITH EACH FULL-PRICE, FULL-PAGE, 4-COLOR DISPLAY AD PURCHASE: 100 words or less, one image, no bullets.

Production is free for templated showcase ads; no alterations to template allowed. Space is limited—first come, first served. Add logo or additional image for an additional \$50 each. Send in your ad pre-designed for an additional \$200.



Resource Advertising Sections in Select Issues*

1/3 Page	\$1100	225 words + logo and image
1/6 Page	\$600	100 words + logo or image
1/12 Page	\$350	40 words + logo

*Pediatric, Prosthetic, Central Fab, Orthotic, and Pedorthic issues only



10 FREE VALUE-ADDED SERVICES

1. FREE Showcase ad for new products with each full-price, full-page display ad purchase

2. FREE Showcase ad on opedge.com with purchase of a full-price Showcase ad in print

3. FREE print ad exposure in our online flip magazine

4. FREE company listing in the advertisers' index

5. FREE analytics report to monitor views and clicks of online print ads

6. FREE link in our flip magazine on opedge.com with every print ad

7. FREE ad in our annual comprehensive Resource Directory by advertising in Resource Sections

8. FREE online reader requests

9. FREE online posting of your print ad on opedge.com

10. FREE online advertisers' index that stores your display ads forever

PREMIUM WAYS TO ADVERTISE IN PRINT

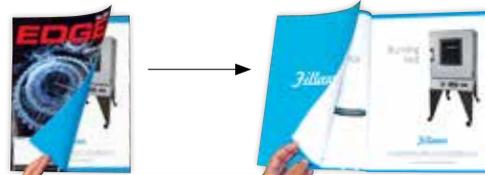
French Gatefold

The best way to ensure your ad is seen by all.



Traditional Gatefold

Get maximum exposure with a traditional gatefold.



Resource Sections



The O&P EDGE resource sections offer affordable options for you to market your business in sections dedicated to your specific specialty within OP&P.

Printed Resource Directory



By placing an ad in the Resource Sections within designated issues, your ad will also be placed in our printed Resource Directory for FREE!

Cover Bursts



A specialty message on the front cover of the magazine. Types vary based on the cover and design.

Advertorials



An advertisement in the form of a short article/editorial, which can be promotional. Display ad rates apply.

Direct-Mail Postcards



Plan a direct-mail campaign for product launches, or pre-show and post-show contact. \$200 per 1,000 names; \$800 minimum.

Inserts/Supplements



Make an impact with inserts, CDs, posters, brochures, catalogs, flyers, and postcards mailed with The O&P EDGE. Polybagged inserts are also available.



GRAPHIC DESIGN SERVICES

We offer in-house graphic design, ad design, marketing services, and consultation. You are good at developing new products; we are good at helping you market them!



Call Kim or Claire at 303.255.0843 to discuss premium ways to advertise in print.

DIGITAL ADVERTISING SOLUTIONS



With fresh content added daily, and more than **1.5 million** page views per month, it's where the profession comes for information



Practitioners can easily search for your company or product or services by category



1,552,811 PAGE VIEWS

The average number of pages visited per month on opedge.com



Monthly e-newsletter emailed **FREE** to subscribers

16,300+ subscribers, growing daily

18% open rate

6% click rate



Delivered to practitioner email inboxes



438,742

The average number of visits to opedge.com per month



FREE digital exposure for all print advertisers ensures international and national visibility



38,631 HOME PAGE VISITS

The average number of people who visit the opedge.com home page per month

OPEDGE.COM HOMEPAGE

Top Banner Ad

\$950/month for rotation throughout opedge.com

- 728 pixels wide x 90 pixels tall, 100 KB maximum ad size
- Web address to which the ad should link
- PLUS:** Add animated GIF for \$100/month

Roadblock Ads

\$550/month for rotation throughout opedge.com

- 300 pixels wide x 250 pixels tall, 100 KB maximum ad size
- Web address to which the ad should link
- PLUS:** Add animated GIF for \$100/month
- PLUS:** Add video roll for \$250/month

The best value at opedge.com

Patron Sponsorships

\$1500/month

- Roadblock ads
- Tile ads
- Unlimited Product & Service Directory listings
- 10,000 highlight views
- Your logo on the opedge.com home page and content pages with a live link to your company home page



Through our partnership with oandp.com, **opedge.com** is the leading online content source for the orthotics, prosthetics, and pedorthics professions



OPEDGE.COM SECONDARY PAGES

 Practitioners can easily search for your company or product by category

Product & Service Directory Listings

\$60/month per category

Featured listings include:

- Company name, address, phone, fax, email
- Website with link
- Product/company description, logo, premium view, online shopping website address
- Facebook/Twitter links

Product Highlights

\$200/month per 5,000 views

70-100 character description of your product or service, a photo or logo, and a direct link to your website.

Note that specs have changed.

• **Top Banner Ad**
See page 7

• **Roadblock Ads**
See page 7

• **Tile Ads**
\$300/month for rotation throughout opedge.com

- 180 pixels wide x 150 pixels tall, 60 KB maximum ad size
- Web address to which the ad should link
- **PLUS:** Add animated GIF for \$100/month



ADVERTISING OPTIONS

Our e-newsletter, *EDGE Direct*, provides the latest, most comprehensive roundup of OP&P industry news.

Sponsorship: \$2900

Includes top banner ad, skyscraper ad, and sponsored story.

- a** Top Banner Ad 468 pixels wide x 60 pixels tall, 100 KB maximum ad size.
- b** Skyscraper Ad 160 pixels wide x 600 pixels tall, 100 KB maximum ad size.
- c** Sponsored Story 250-500 words; 25-word preview with the rest of your story on opedge.com, including a free tile ad for the same month for rotation on opedge.com.

Premium Placement Ads: \$850

Choose one of two options.

- d** Featured Product Ad 50 words and a color photo/logo showcasing your new product with a direct link to your website.
- e** Tall Building Ad 160 pixels wide x 450 pixels tall.

Tile Ads: \$300

- f** 180 pixels wide x 150 pixels tall.

Classified Ads: \$75

- g** See page 11 for more details.

Calendar Ads: \$50

- h** See page 11 for more details.

Sponsorship ensures the greatest exposure!

The mockup shows the following sections and placements:

- Top Banner Ad (a):** Auzion logo with tagline 'Greater Fit, Function & Freedom'.
- Skyscraper Ad (b):** Auzion logo with tagline 'Greater Fit, Function & Freedom'.
- Featured Story (c):** 'FEATURED STORY GOES HERE FOR EXCLUSIVE CONTENT' with a photo of a building.
- Featured Product Advertisement Header (d):** 'Featured Product Advertisement HEADER GOES HERE' with a photo of a knee brace.
- Tall Building Ad (e):** 'K2 KITS AVAILABLE' with a photo of a shoe.
- Tile Ad (f):** 'CHOICE NETWORK' with a photo of a person.
- Jobs (g):** 'Jobs' section with a list of clinical positions.
- Calendar (h):** 'Calendar' section with dates and event titles.



REACH
16,300+
SUBSCRIBERS

Send information directly to practitioner and decision maker email inboxes

WHAT'S YOUR GOAL IN ADVERTISING?

The most effective advertising combines print with digital.
Customized advertising packages are available for every budget and every need.

PRESENT <small>in industry</small> SAVE!	PRACTICAL SAVE MORE!	PROMINENT SAVE MOST!
PRINT ADVERTISING IN THE O&P EDGE MAGAZINE		
<ul style="list-style-type: none"> ✓ 6 FP4C Display Ads ✓ 6 Showcases ✓ Ad Index Listing 	<ul style="list-style-type: none"> ✓ 12 FP4C Display Ads ✓ 12 Showcases ✓ Ad Index Listing 	<ul style="list-style-type: none"> ✓ 14 FP4C Display Ads ✓ 14 Showcases ✓ Ad Index Listing
DIGITAL ADVERTISING ON OPEDGE.COM		
<ul style="list-style-type: none"> ✓ 6 Display Ad Snapshots ✓ 6 Digital Ads in <i>The O&P EDGE</i> Flip Magazine ✓ 2 Top Banner Ads ✓ 6 Roadblock Ads ✓ 4 Product Directory Highlights ✓ 2 Tile Ads ✓ 24 Products & Services Directory Listings 	<ul style="list-style-type: none"> ✓ 12 Display Ad Snapshots ✓ 12 Digital Ads in <i>The O&P EDGE</i> Flip Magazine ✓ 4 Top Banner Ads ✓ 6 Roadblock Ads ✓ 4 Product Directory Highlights ✓ 4 Tile Ads ✓ 24 Products & Services Directory Listings 	<ul style="list-style-type: none"> ✓ 14 Display Ad Snapshots ✓ 14 Digital Ads in <i>The O&P EDGE</i> Flip Magazine ✓ 6 Top Banner Ads ✓ 9 Roadblock Ads ✓ 6 Product Directory Highlights ✓ 6 Tile Ads ✓ 48 Products & Services Directory Listings
DIGITAL ADVERTISING IN EDGE DIRECT E-NEWSLETTER		
<ul style="list-style-type: none"> ✓ 2 Premium Placement Ads ✓ 2 Tile Ads 	<ul style="list-style-type: none"> ✓ 4 Premium Placement Ads ✓ 4 Tile Ads 	<ul style="list-style-type: none"> ✓ 4 Premium Placement Ads ✓ 6 Tile Ads ✓ 2 Sponsorships
\$23,268 Based on a 12-Month Contract	\$39,705 Based on a 12-Month Contract	\$52,406 Based on a 12-Month Contract

Sample packages contain discounts. Pricing is estimated on an annual basis.

3x Award Winner



2015-2017

3X AWARD WINNER

The O&P EDGE is the proud recipient of three consecutive Tabbie Awards

#1

opedge.com is the leading online content source for the orthotics, prosthetics, and pedorthics professions

REACH 16,300+ SUBSCRIBERS

EDGE Direct sends information directly to practitioner and decision maker email inboxes

CLASSIFIEDS + CALENDAR ADVERTISING + RATES

CLASSIFIED AD PRICING

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

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
*With select meeting issues board only	
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

REACH 16,300+ SUBSCRIBERS WITH EDGE DIRECT

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

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	See specs on pg. 12

16,000+
copies printed monthly on average

- 1. FREE** premium ad placement on opedge.com during the month your ad appears in print
- 2. FREE** flip-magazine advertising with live linking to your website or email address
- Ads posted online within **24 hours**
- Competitive prices; **no hidden fees**
- 5. DISCOUNTED** Classifieds Job Board placement with select meeting issues
- 6. FREE** 4-color logo included with every ad
- Free placement on *The O&P EDGE* Facebook page

EDGE^{THE O&P}
CLASSIFIEDS
SET THE STANDARD.

The O&P EDGE averages **47 classified ads per issue.**
Competitors average only **1-2 ads per issue.**

*Based on January-October 2017 issues.

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



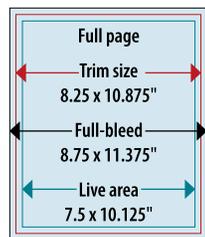
Place your classifieds + calendar ads with Alyssa.

alyssa@opedge.com

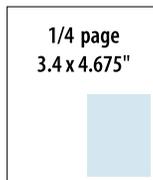
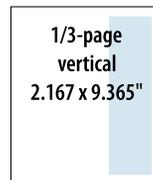
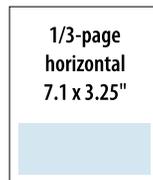
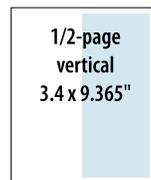
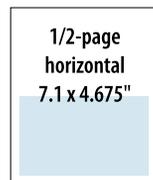
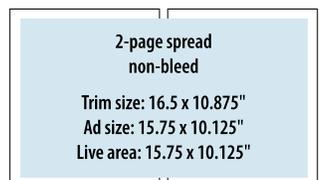
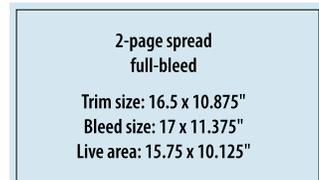
Print Specs + Mechanicals

Printing: 4-Color Web Offset on 60-80# Coated Stock
 Binding: Perfect Bound
 Magazine Final Trim Size: Width 8.25" x Height 10.875"
 Live Matter: Keep live matter 0.375" 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	7.5 x 10.125"	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	7.1 x 3.25"	
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 EDGE Ad Templates Folder on our website. We recommend building your ad using the provided templates to ensure optimal results.



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

INSTRUCTIONS FOR SUBMITTING PRESS-READY PDF FILES

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
- Do not allow font substitutions
- RGB + LAB colors are unacceptable
- Only use CMYK colors + 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 www.hightail.com/u/EDGE-Amplitude

Print Terms + Conditions

- Effective rate date: January 2018 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.

Questions?

Email sales@opedge.com or call 303.255.0843. Instructions for creating press-ready PDF files from standard software applications compliant with our printer are available upon request.