

INTERACTIVE ADVERTISING

EDGE Quick Credit (EQC) is a simple way to offer and market one- to two-credit continuing education courses about the products you advertise in *The O&P EDGE*. Know that the clients you are trying to reach are benefiting from your course by obtaining CEUs.

HOW IT WORKS: _____

- Purchase the EDGE Quick Credit (EQC) logo and send in your continuing education course material along with your completed EQC submission form to *The O&P EDGE*. We facilitate the ABC and BOC course approval process and course placement on the Academy's Online Learning Center (OLC).
- EQC courses will be marketed directly to 16,000 subscribers through your print advertisement in *The O&P EDGE*, as well as bonus promotion in our Calendar, Advertisers' Index, and online at opedge.com. The course will run for a 90-day period on the Academy's OLC page under EDGE Quick Credit.
- Hot lead information will be delivered to you within 24 hours of course completion so you can follow up with the practitioners who passed your course.

MINIMUM COURSE CONTENT REQUIREMENTS: _____

- Educational/instructional text (1,500 words minimum) in a Microsoft Word document (.doc or .docx), PowerPoint, or video format (30–60 minutes).
- Include the title of the course and author(s) name with credentials.
- Photos, charts, and graphs are highly recommended.
- A minimum of 10 multiple-choice exam questions. Must include answer key.
- Optional survey to be completed after course quiz with a maximum of 10 questions.

(Note: Educational/instructional text cannot contain promotional language/verbiage or company logos.)

Contact Kim Espinosa or Claire Zach to get started.

Phone: 303.255.0843

E-mail: sales@opedge.com



www.oandp.org/olc/eqc



EDGE Media Group/Western Media LLC

11154 Huron Street, Suite 104

Northglenn, CO 80234

Phone: 303.255.0843 • Fax: 303.255.0844

E-mail: sales@opedge.com

EDGE QUICK CREDIT INSERTION ORDER

Reserve space in the following issue(s):

(Material Due Date)

- January (10/1) February (11/1) March (12/1) April (1/1) May (2/1) June (3/1)
July (4/1) August (5/1) September (6/1) October (7/1) November (8/1) December 9/1

Ad size: Full page Half page

*All ads are printed in 4-color.

Ad materials: New: name or reference Pick-up: name or reference

PRICING

\$400 for initial placement of EDGE Quick Credit logo and course URL on your display ad.

1.0 credit: \$20 per course completion, billed quarterly

1.5 credits: \$30 per course completion, billed quarterly

2.0 credits: \$40 per course completion, billed quarterly

BUSINESS CONTACT INFORMATION

Company Name:

Contact Name/Title:

Address:

City: State: Zip:

Phone: Fax:

E-mail: Business EIN#:

FORM OF PAYMENT

Credit Card (check one): Visa MasterCard PO# (if applicable):

Credit Card Number: Exp. date:

Name on Card: CVC#:

AGREEMENT

- 1. This insertion order confirms that I have authorized the purchase of advertising space as described above. I understand that 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.
2. All invoices are to be paid within 30 days of the invoice date. U.S. funds only.
3. I authorize Western Media LLC to process payment against the above credit card, if provided.
4. Cancellation of all ads/contracts requires a 60-day written notice.
5. I authorize Western Media LLC to bill my credit card quarterly for course completions.

Signature: Date:

Submit Form