

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

2018

CLASSIFIEDS + CALENDAR RATES + SCHEDULE

Classifieds + Calendar Ads Closing Dates

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

The O&P EDGE

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The O&P EDGE

#1

Magazine // Website // E-newsletter



The O&P EDGE

16,000+ copies
printed/month on average

47 classified ads per issue
on average compared to
1-2 in competitor's issues.

Based on Jan. - Oct. 2017 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

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	

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
Calendaradd \$50

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

**EDGE CLASSIFIEDS
SET THE STANDARD.**

The O&P EDGE averages 47 classified ads per issue. Competitors average only 1-2 ads per issue. (Based on Jan. - Oct. 2017 issues.)

Place your
classifieds + calendar
ads with Alyssa.

alyssa@opedge.com
303.255.0843



VALUE-ADDED SERVICES

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

3. Ads posted online within **24 hours**

4. Competitive prices; no hidden fees

5. DISCOUNTED Classifieds Job Board placement with select meeting issues

6. FREE 4-color logo included with every ad

7. 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	2.167" wide x 9.365" 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 vertical	4.633" wide x 9.375" tall
\$1,950	Full page	Call for ad requirements