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2017

# Digital Media Kit

Innovative.  
Trusted.  
Independent.  
Results-driven.  
**We are EDGE Media Group.**

*The O&P*  
**EDGE**

**#1**

Magazine // Website // E-newsletter

Providing full-service, high-quality,  
customized marketing solutions  
to the OP&P professions.

- Digital Solutions .....2
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# WE OFFER DIGITAL ADVERTISING SOLUTIONS.



Choose from:

- Patron Sponsorships
- Tile Ads
- Roadblock Ads
- Product Directory Highlights
- Product & Service Directory Listings
- Featured Videos



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.



**FREE** added-value feature for all print advertisers ensures international and national visibility.



**1,552,811**  
**PAGE VIEWS**

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

**438,742**

The average number of visits to opedge.com per month

**38,631**

**HOME PAGE VISITS**

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

# MORE VISITS = MORE VALUE



Through our partnership with oandp.com, *The O&P EDGE* is the leading online content source for the orthotics, prosthetics, and pedorthics professions.

## Patron Sponsorships

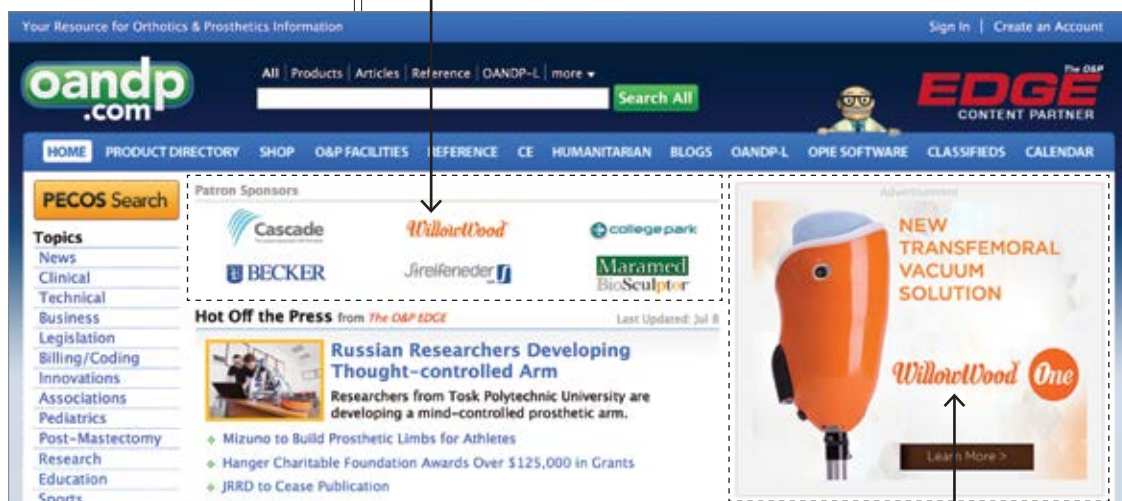
**\$1500/month**

Patron sponsorship includes:

- Roadblock ads
- Tile ads
- Unlimited product directory listings
- 10,000 highlight views
- Your logo on the opedge.com home page with a live link to your company home page

Get the best of opedge.com

**MAXIMUM EXPOSURE**

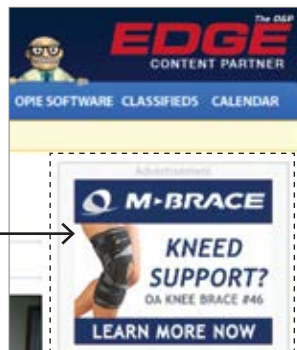


## Tile Ads

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

Have your ad on content pages where readers spend time catching up on the latest OP&P industry information.

- 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.
- PLUS: Add video roll for \$200/month.



## Roadblock Ads

**\$550/month for rotation throughout opedge.com**

Have your products featured in the largest ad available on our home page, channel pages, and in news content.

- 300 pixels wide x 250 pixels tall, 100 KB maximum ad size (except video roll).
- Web address to which the ad should link.
- PLUS: Add animated GIF for \$100/month.
- PLUS: Add video roll for \$200/month.

With fresh content added daily, and more than

**1.5 million**

page views per month, it's where the profession comes for information

Roadblock ads receive more than

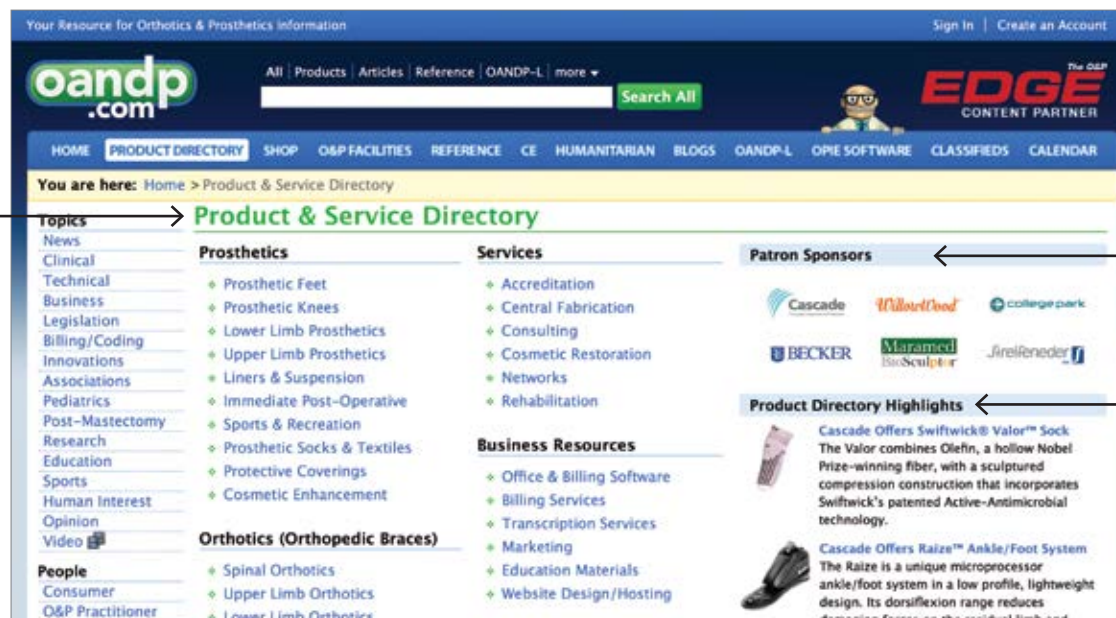
**30,000**

views each month

## Product & Service Directory Listings

\$60/month per category

Featured listings include company name, address, phone, fax, e-mail, and website with link, plus product/company description, logo, premium view, online shopping website address, and Facebook/Twitter links. Another place for your print ad to be viewed online.



Patron Sponsorships  
\$1500/month

See top of page 3 for details.

## Product Directory Highlights

\$200/month per 5,000 views

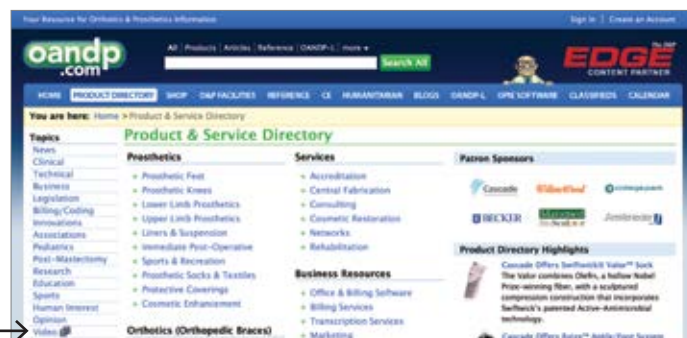
Have your products and services highlighted on the opedge.com home page and product directory page. 150-200 character description of your product or service, a photo or logo, and a direct link to your website.



Practitioners can easily search for your company or product by category

## Featured Videos \$250/month

Display your products as video commercials before and within our video content, within the product directory, or as a separate product demonstration and/or webinar.



## The O&P EDGE

### Free Digital Flip Magazine

One link to your company's home page at no charge with every print display ad. Add your social media or product page url for additional live linking. Each additional link is \$15/per month.



# ADVERTISING OPTIONS

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

## Sponsorship: \$2900/month

Your name associated with our leading content.

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.

Sponsorship ensures the greatest exposure!

## Premium Placement Ads: \$850/month

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/month

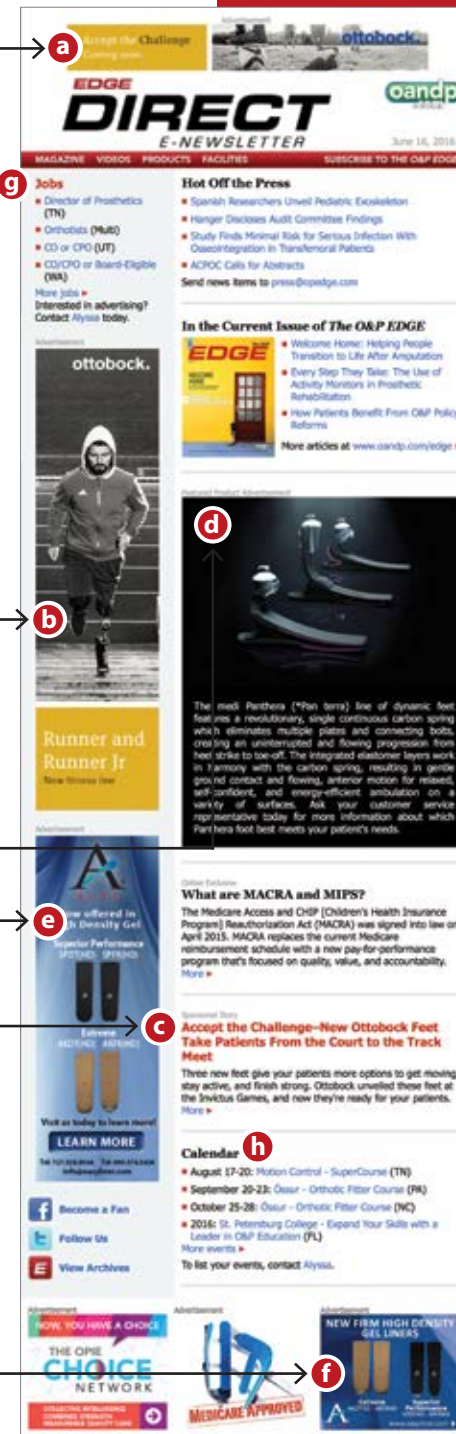
- f** An ad with a link directly to your website for easy tracking. 180 pixels wide x 150 pixels tall. Add animated GIF for \$100/month.

## Classified Ads: \$50/month

- g** An ad with a link directly to your classified ad on opedge.com. Up to 250 words. See page 7 for more details.

## Calendar Ads: \$30/month

- h** An ad with a link directly to your website. See page 7 for more details.



**14,900+**  
**SUBSCRIBERS**

Send information directly to practitioner and decision maker e-mail in-boxes



# PRINT + DIGITAL

**The most effective advertising combines print with digital.**

Customized advertising packages are available for every budget and every need.

Sample Package 1	Sample Package 2	Sample Package 3
<b>Print Advertising in The O&amp;P EDGE magazine</b>	<b>Print Advertising in The O&amp;P EDGE magazine</b>	<b>Print Advertising in The O&amp;P EDGE magazine</b>
<ul style="list-style-type: none"> <li>6 FP4C Display Ads</li> <li>6 Showcases</li> <li>Product Info Card</li> <li>Ad Index Listing</li> </ul>	<ul style="list-style-type: none"> <li>12 FP4C Display Ads</li> <li>12 Showcases</li> <li>Product Info Card</li> <li>Ad Index Listing</li> </ul>	<ul style="list-style-type: none"> <li>14 FP4C Display Ads</li> <li>14 Showcases</li> <li>Product Info Card</li> <li>Ad Index Listing</li> </ul>
<b>SAVE</b>	<b>SAVE MORE</b>	<b>SAVE MOST</b>
<b>Digital Advertising on opedge.com</b>	<b>Digital Advertising on opedge.com</b>	<b>Digital Advertising on opedge.com</b>
<ul style="list-style-type: none"> <li>6 Display Ad Snapshots</li> <li>6 Digital Ads in The O&amp;P EDGE Flip Magazine</li> <li>6 Roadblock Ads</li> <li>4 Product Directory Highlights</li> <li>2 Tile Ads</li> <li>24 Products &amp; Services Directory Listings</li> </ul>	<ul style="list-style-type: none"> <li>12 Display Ad Snapshots</li> <li>12 Digital Ads in The O&amp;P EDGE Flip Magazine</li> <li>6 Roadblock Ads</li> <li>4 Product Directory Highlights</li> <li>4 Tile Ads</li> <li>24 Products &amp; Services Directory Listings</li> </ul>	<ul style="list-style-type: none"> <li>14 Display Ad Snapshots</li> <li>14 Digital Ads in The O&amp;P EDGE Flip Magazine</li> <li>9 Roadblock Ads</li> <li>6 Product Directory Highlights</li> <li>6 Tile Ads</li> <li>48 Products &amp; Services Directory Listings</li> </ul>
<b>Digital Advertising in EDGE Direct E-newsletter</b>	<b>Digital Advertising in EDGE Direct E-newsletter</b>	<b>Digital Advertising in EDGE Direct E-newsletter</b>
<ul style="list-style-type: none"> <li>2 Premium Placement Ads</li> <li>2 Tile Ads</li> </ul>	<ul style="list-style-type: none"> <li>4 Premium Placement Ads</li> <li>4 Tile Ads</li> </ul>	<ul style="list-style-type: none"> <li>2 Sponsorships</li> <li>4 Premium Placement Ads</li> <li>6 Tile Ads</li> </ul>
<b>Marketing Data Analysis</b>	<b>Marketing Data Analysis</b>	<b>Marketing Data Analysis</b>
<ul style="list-style-type: none"> <li>Monthly Ad Report</li> </ul>	<ul style="list-style-type: none"> <li>Monthly Ad Report</li> </ul>	<ul style="list-style-type: none"> <li>Monthly Ad Report</li> </ul>
<b>Based on 12-Month Contract: \$21,145</b>	<b>Based on 12-Month Contract: \$36,377</b>	<b>Based on 12-Month Contract: \$47,950</b>

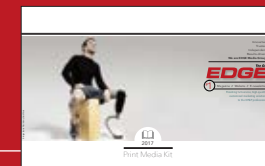
Sample packages contain discounts. Pricing is estimated on an annual basis.

**NO RATE INCREASE IN 2017!** Have a 2016 contract?

Skip the guesswork and renew your current contract for another year.



Call Kim or Claire at 303.255.0843 to discuss a customized advertising package that meets your needs.



See the 2017 Print Media Kit for print advertising information.

# CLASSIFIEDS

## GET RESULTS

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

## CLASSIFIED AD PRICING

Print w/logo per month	Word count	Online ONLY w/logo
\$220	50 or fewer	<b>\$95/30 days</b> (up to 250 words)
\$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%
<i>EDGE Direct</i> E-newsletter Classifieds	add \$50
Classifieds Job Board*	\$130
*With select meeting issues board only	
<b>FREE</b> with monthly print ad in meeting issue	

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

# CALENDAR

## THINK BIG

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

## CALENDAR AD PRICING

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

<i>EDGE Direct</i> E-newsletter	
Calendar	add \$30

# 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

## ADDED VALUE

- Ads posted online within 24 hours
- **FREE** premium ad placement on [opedge.com](http://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.

Target  
more than  
**14,900 e-mail  
subscribers with  
the *EDGE Direct*  
E-newsletter.**



Place your classifieds + calendar ads with Alyssa.

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

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Results-driven.  
**We are EDGE Media Group.**

**EDGE** *The O&P*

#1

Magazine // Website // E-newsletter

Providing full-service, high-quality,  
customized marketing solutions  
to the OP&P professions.

## Contact Us

**Director of Sales**  
Kim Espinosa  
kim@opedge.com



**Sales Representative**  
Claire Zach  
claire@opedge.com



**Classifieds + Calendar Sales**  
Alyssa Lechuga  
alyssa@opedge.com



**Press Releases**  
press@opedge.com

**Drop Box**  
[www.hightail.com/u/EDGE-Amplitude](http://www.hightail.com/u/EDGE-Amplitude)

**Address**  
11154 Huron Street, Suite 104  
Northglenn, CO 80234

**Phone + Fax**  
Phone: 303.255.0843  
Fax: 303.255.0844

**E-mail**  
sales@opedge.com

**Website**  
[www.opedge.com](http://www.opedge.com)