



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.



2017

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Print Media Kit



# 15 YEARS

Now in our 15th year, *The O&P EDGE* continues to offer the timely, in-depth, original content that the OP&P professions have come to expect.

As an award-winning publication, we have demonstrated excellence that inspires loyalty from readers and advertisers alike.

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# WHO WE ARE + WHAT WE DO

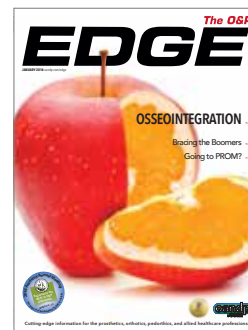
## Why advertise in The O&P EDGE?

No other OP&P publication comes close to reaching as many industry professionals as we do. *The O&P EDGE* is the premier source for reaching the right people at the right companies. 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.

**Now in our 15th year, The O&P EDGE continues to be** the independent, unbiased OP&P media source second to none! We deliver the content readers want and the results and services advertisers trust.

- We are committed to being the most relevant, comprehensive, and trusted source of information for our dedicated readers.
- We offer ten **FREE** Value-Added Services.
- We ensure your advertisements reach more than 16,000 readers and provide you with ad reports to verify additional digital views.



## O&P Digital Technologies

Our partnership has made us the #1 website for the OP&P professions



## 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*



## Plus, we provide:

Regular editorial updates about O&P policies and legislation provided by the National Association for the Advancement of Orthotics and Prosthetics (NAAOP)



## TAP INTO OUR INFLUENTIAL HIGH-QUALITY READERSHIP

**The O&P EDGE** is read by skilled professionals who make recommendations on a daily basis regarding choices that impact orthotic, prosthetic, and pedorthic businesses. They are educated buyers who are highly involved in purchasing decisions.

Universities use *The O&P EDGE* print and digital resources to educate students entering OP&P.

**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 circulated 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**

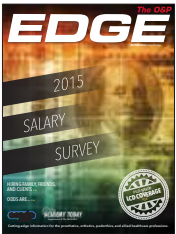
by OP&P professionals

# SIGNATURE ISSUES

ONLY *THE O&P EDGE* OFFERS THREE ADDITIONAL ADVERTISING OPPORTUNITIES TO MAXIMIZE EXPOSURE.

## 1. *The O&P EDGE* Salary Survey Issue

*The O&P EDGE* is the only OP&P publication that offers a comprehensive, industry-wide, sought after biennial salary survey. As a stand-out reference for the profession, advertising in this issue helps you reach your ideal target market, allowing you to maximize ROI.



## 2. SPECIAL ADVERTISING SECTIONS

*The O&P EDGE* special advertising sections offer affordable options for you to market your business in sections dedicated to your specific specialty within OP&P, such as **central fabrication, pedorthics, and pediatrics**. These targeted marketing opportunities are featured in issues with content designed to reach these specialty markets and formatted for easy tear-out so that readers can keep them for handy reference.

## 3. SHOW ISSUES

Current issues are sent to many national and regional meetings and conferences, including the Academy Annual Meeting & Scientific Symposium and the American Orthotic & Prosthetic Association National Assembly. These bonus distributions require increased circulation, reach additional readers with in-person contact, and broaden your advertising reach.



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

SEE PAGE 6  
for bonus  
distribution  
opportunities

Q1	Q2	Q3	Q4
<h2>January</h2> <p><b>Editorial Highlights:</b> Focus on Upper-limb O&amp;P</p> <p><b>Bonus Distribution:</b> ACPOC Annual Meeting</p> <p><b>Special Advertising Issue:</b> Pediatric</p> <p><b>AD DEADLINE: 12/01/16</b> </p>	<h2>April</h2> <p><b>Editorial Highlights:</b> Helping Kids Be Kids</p> <p><b>Bonus Distribution:</b> ACPOC Annual Meeting</p> <p><b>Special Advertising Issue:</b> Pediatric</p> <p><b>AD DEADLINE: 03/01/17</b> </p>	<h2>July</h2> <p><b>Editorial Highlights:</b> Waves of Change: Trends in the Fab Lab</p> <p><b>Special Advertising Issue:</b> Central Fab</p> <p><b>AD DEADLINE: 06/01/17</b> </p>	<h2>October</h2> <p><b>Editorial Highlights:</b> What People Make: O&amp;P Edition</p> <p><b>Bonus Distribution:</b> CAF Triathlon</p> <p><b>The O&amp;P EDGE Salary Survey Biennial Special Issue</b></p> <p><b>AD DEADLINE: 09/01/17</b> </p> <p><b>A reader favorite!</b></p>
<h2>February</h2> <p><b>Editorial Highlights:</b> O&amp;P, Healthcare, and the Legislative Climate</p> <p><b>Bonus Distribution:</b> Hanger Education Fair PrimeFare Central</p> <p><b>AD DEADLINE: 01/01/17</b></p>	<h2>May</h2> <p><b>Editorial Highlights:</b> A Global View of O&amp;P</p> <p><b>Bonus Distribution:</b> ISPO - South Africa Abilities Expo New York</p> <p><b>AD DEADLINE: 04/01/17</b></p>	<h2>August</h2> <p><b>Editorial Highlights:</b> Practitioners and Patients, Partners in Rehabilitation</p> <p><b>Bonus Distribution:</b> Amputee Coalition Annual Meeting Abilities Expo Houston</p> <p><b>AD DEADLINE: 07/01/17</b></p>	<h2>November</h2> <p><b>Editorial Highlights:</b> On Your Feet</p> <p><b>Bonus Distribution:</b> PFA Annual Symposium Caribbean Rim Conference Abilities Expo Bay Area</p> <p><b>Special Advertising Issue:</b> Pedorthic</p> <p><b>AD DEADLINE: 10/01/17</b> </p>
<h2>March</h2> <p><b>Editorial Highlights:</b> Using Research in the Clinic</p> <p><b>Bonus Distribution:</b> Academy Annual Meeting Abilities Expo Los Angeles</p> <p><b>AD DEADLINE: 02/01/17</b> </p>	<h2>June</h2> <p><b>Editorial Highlights:</b> Getting Patients Moving: Meeting the Lower-limb Challenge</p> <p><b>Bonus Distribution:</b> PrimeFare East Abilities Expo Chicago LAOP Annual Meeting</p> <p><b>AD DEADLINE: 05/01/17</b></p>	<h2>September</h2> <p><b>Editorial Highlights:</b> A Window on Today's O&amp;P Market</p> <p><b>Bonus Distribution:</b> AOPA National Assembly Abilities Expo Boston</p> <p><b>AD DEADLINE: 08/01/17</b></p>	<h2>December</h2> <p><b>Editorial Highlights:</b> Unique Circumstances, Creative O&amp;P Solutions</p> <p><b>Bonus Distribution:</b> DSUSA Hartford Ski Spectacular Abilities Expo DC</p> <p><b>AD DEADLINE: 11/01/17</b></p>

 Denotes Amplitude co-mailing.

 Denotes The Academy TODAY co-mailing.

\*Bonus distribution and editorial highlights subject to change.

**NO RATE INCREASE  
IN 2017!**

**DISPLAY ADVERTISING RATES, 4-COLOR ONLY**

RATES	1x	3x	6x	12x	24x
Full Page	\$3115	\$2990	\$2895	\$2785	\$2650
2-Page Spread	\$4990	\$4850	\$4685	\$4525	\$4350
1/2 Page	\$2625	\$2485	\$2355	\$2225	\$2075
1/4 Page	\$1785	\$1755	\$1680	\$1605	\$1450

Ad specs can be found on page 11.

**GET MAXIMUM EXPOSURE WITH PREMIUM PLACEMENT**

**PREMIUM POSITION RATES, 12x RUN**

Back Cover	\$3750
Inside Front Cover	\$3225
Inside Back Cover	\$3225
Pages 1, 3, 5, 7, 9	\$2965

**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.

**◀ SPECIAL ADVERTISING SECTIONS (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, Central Fab, and Pedorthic issues only.

**10 FREE VALUE-ADDED SERVICES**

- **FREE** Showcase ad with each full-price, full-page, 4-color display ad purchase
- **FREE** Showcase ad on [opedge.com](http://opedge.com) with purchase of a full-price Showcase ad in print
- **FREE** print ad exposure in our online flip magazine
- **FREE** company listing in the advertisers' index
- **FREE** link in our flip magazine on [opedge.com](http://opedge.com) with every print ad
- **FREE** product information/business reply card program
- **FREE** online posting of your print ad on [opedge.com](http://opedge.com)
- **FREE** online advertisers' index that stores your display ads forever
- **FREE** analytics report to monitor views and clicks of online print ads
- **FREE** online reader requests

# PREMIUM WAYS TO ADVERTISE IN PRINT

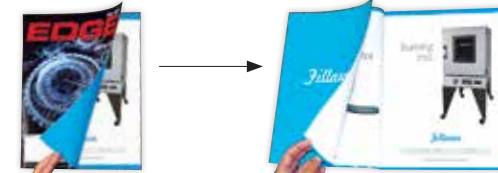
## French Gatefold

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



## Traditional Gatefold

Get maximum exposure with a traditional gatefold.



## Direct-Mail Postcards

Plan a direct-mail campaign for product launches, or pre-show and post-show contact. \$200 per 1,000 names; \$750 minimum.



## Inserts/Supplements

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



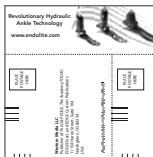
## Cover Bursts

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



## Business Reply Card

Include a graphic, brief message or website address on our monthly inserted business reply card. Six-month run required. \$1200/6 months.



## Advertorials

An advertisement in the form of a short article/editorial. Display ad rates apply.



## EDGE Quick Credit

The fast, hassle-free way to offer and market product-focused CEUs.



## 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 marketing them!



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





# 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 Digital Media Kit for digital advertising on opedge.com and EDGE Direct E-newsletter advertising.

# 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)

# Specs + Mechanicals

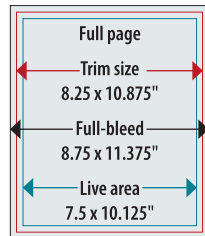
Printing: 4-Color Web Offset on 60-80# Coated Stock

Binding: Perfect Bound

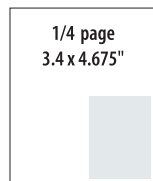
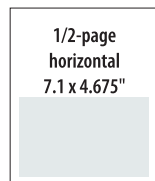
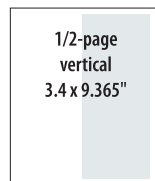
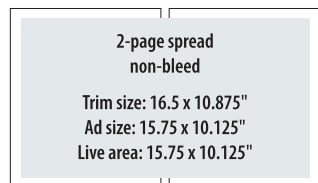
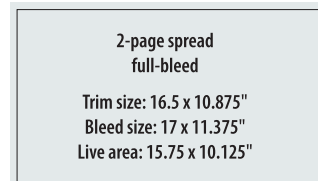
Magazine Final Trim Size: Width 8.25" x Height 10.875"

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"	
1/4 page	3.4 x 4.675"	



**PLEASE NOTE: Ad templates are provided for all ad sizes in the EDGE Ad Templates Folder on the USB flash drive and 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 and 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

- E-mail files to sales@opedge.com or deliver to our secure drop box at [www.hightail.com/u/EDGE-Amplitude](http://www.hightail.com/u/EDGE-Amplitude)

### Print Terms + Conditions

- Effective rate date: January 2017 for all advertisements
- Frequency: 12 times per year, mailed first week of each month

### Commissions + 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.)** Contracts MUST be signed to receive any discounts and may not be canceled without a 60-day written notice to the publisher prior to the closing date.

### 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. 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 advertising by The O&P EDGE will be billed at \$100/hour.

### Questions?

E-mail 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.

Innovative.  
Trusted.  
Independent.  
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)