

PRINT ADVERTISING INSERTION ORDER

AD TYPE(S) (check all that apply): Display Ad Spotlight Ad **ALL ADS ARE PRINTED IN 4-COLOR**

Display Ad Size: 2-Page Spread Full-Page 1/2 Page 1/3 Page 1/4 Page Horizontal Vertical

Reserve space in the following issue(s): January February March April May June
 July August September October November December

Display Ad Materials: New _____ Pick-up _____
name or reference name or reference

Spotlight Ad Size: 1/3 Page 1/6 Page

Reserve space in the following issue(s): April-Pediatric July-Central Fab October-Prosthetic December-Orthotic

Spotlight Ad Materials: New _____ Pick-up _____
name or reference name or reference

Please add special instructions in box below. *(See page 2 for ad mechanical requirements and print terms.)*

BUSINESS & BILLING CONTACT INFORMATION

Company Name _____

Person Placing Ad _____ Email _____

Accounts Payable Contact _____ Email _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Business EIN _____

FORM OF PAYMENT—CREDIT AUTHORIZATION

Required for new advertisers.*

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

*Credit Card Number _____ Exp. Date _____

Name on Card _____ CVC# _____

Electronic invoices will be sent directly to AP Contact email.

AGREEMENT

1. This insertion order confirms that I have authorized the purchase of advertising space as described above. I understand 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. Excludes premium position advertising, as these require a 12-month commitment.
5. In the event an action is brought to enforce the terms of or collect fees under this contract, Western Media LLC is entitled to all costs and expenses, including reasonable attorney's fees.

To be completed by EDGE Media Group:
Gross Price _____
Agency Disc _____
Net Price _____

Signature _____ Date _____

INSTRUCTIONS: Save this form to your hard drive, then email it as an attachment to sales@opedge.com.

Email ad PDFs to sales@opedge.com or deliver to our secure drop box at <https://spaces.hightail.com/uplink/EDGE-AMP>

PRINT SPECS + MECHANICALS

DIGITAL FILE REQUIREMENTS: The O&P EDGE is produced in Adobe InDesign. Ad files must be submitted as press-resolution PDF files. Instructions for creating PDF files from standard software applications compliant with our printer are available upon request. A bleed of .25" must be included on all edges. If you include crop marks on your ad, please place these in the slug area, not in the .25" bleed space. They are removed before printing.

PROOF CAREFULLY: Please check your PDF files carefully before submitting. All ads will be printed as received. The O&P EDGE is not responsible for errors in submitted PDF files.

CLOSING DATES

Issue Date	Bonus Meeting Circulation/Spotlight Issues	Ad Deadline
January		December 1
February		January 1
March	Academy Annual Meeting	February 1
April	Pediatric Spotlight	March 1
May		April 1
June		May 1
July	Central Fab Spotlight	June 1
August		July 1
September		August 1
October	AOPA National Assembly Prosthetic Spotlight	September 1
November		October 1
December	Orthotic Spotlight	November 1

Bonus distribution and deadline dates subject to change.

PRINT TERMS + CONDITIONS

EFFECTIVE RATE DATE: January 2022 for all advertisements.

FREQUENCY: 12 times per year, first week of each month.

COMMISSIONS AND DISCOUNTS: Recognized agency commission is 15 percent 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, spotlight 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. Excludes premium position ads, as these have a 12-month commitment.**

BILLING: Invoices will be emailed. Online payment options are available.

PAYMENT REQUIREMENTS: 30 days net from invoice date. 1.5 percent 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 contracted issue closing date, with the exception of premium position ads, which are based on a 12-month commitment. If an ad is canceled for any reason, 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.

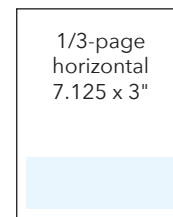
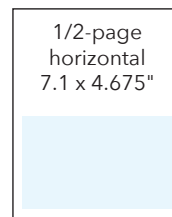
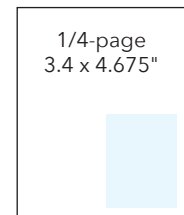
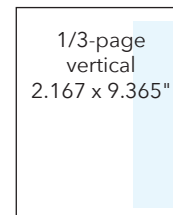
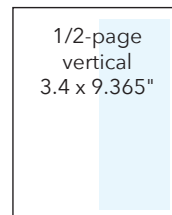
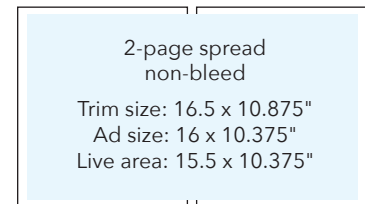
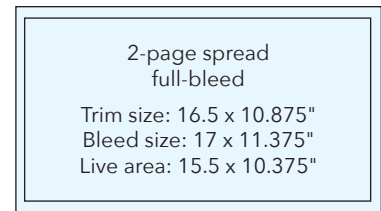
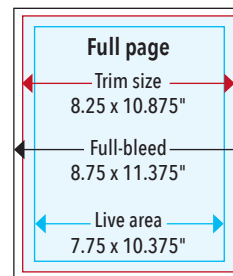
SPECIFICATIONS: The O&P EDGE is printed on 60# coated paper stock direct-to-plate on a web press with 150-line screen in 4-color. The trim size (page size) is **8.25 x 10.875"**. Bleeds of .25" are required. Keep text inside live area (inside trim by a **minimum of .25"** on all edges).

FULL PAGE AD:

Trim size is 8.25 x 10.875"

Bleed size is 8.75 x 11.375"

Live area is 7.75 x 10.375"



PLEASE NOTE: Ad templates are provided for all ad sizes at opedge.com. Go to RESOURCES > Advertising Information > Print Specifications. We recommend building your ad using the provided templates to ensure optimal results.

DELIVERY INSTRUCTIONS: Email files to sales@opedge.com or use our drop box: <https://spaces.hightail.com/uplink/EDGE-AMP>

POSITIONS AND CHANGES: The O&P EDGE will make every attempt to honor ad position requests of 12-month contracted advertisers; but reserves the right to adjust positions should layout or production conflicts arise. Full-page, four-color ads will receive right-hand ad placement preference. **Under no circumstances will changes be made by the publisher to the content or design of any advertisement without written consent from the advertiser.**

CONTACT

Questions and ad materials should be sent to:

Kathleen Pishotta
 Email: kathleen@opedge.com
 Direct Line: 352-371-4933
 Cell: 352-262-9679