

2022

Media Planning Guide

PRINT // WEBSITE // E-NEWSLETTER // SOCIAL MEDIA // TRADE SHOWS & EVENTS



Our Story

Welcome to *The O&P EDGE*

The O&P EDGE has been the industry's leading and most-read publication among O&P professionals since 2002. We deliver an in-depth look at every aspect of the industry, building on the past and looking toward the future.

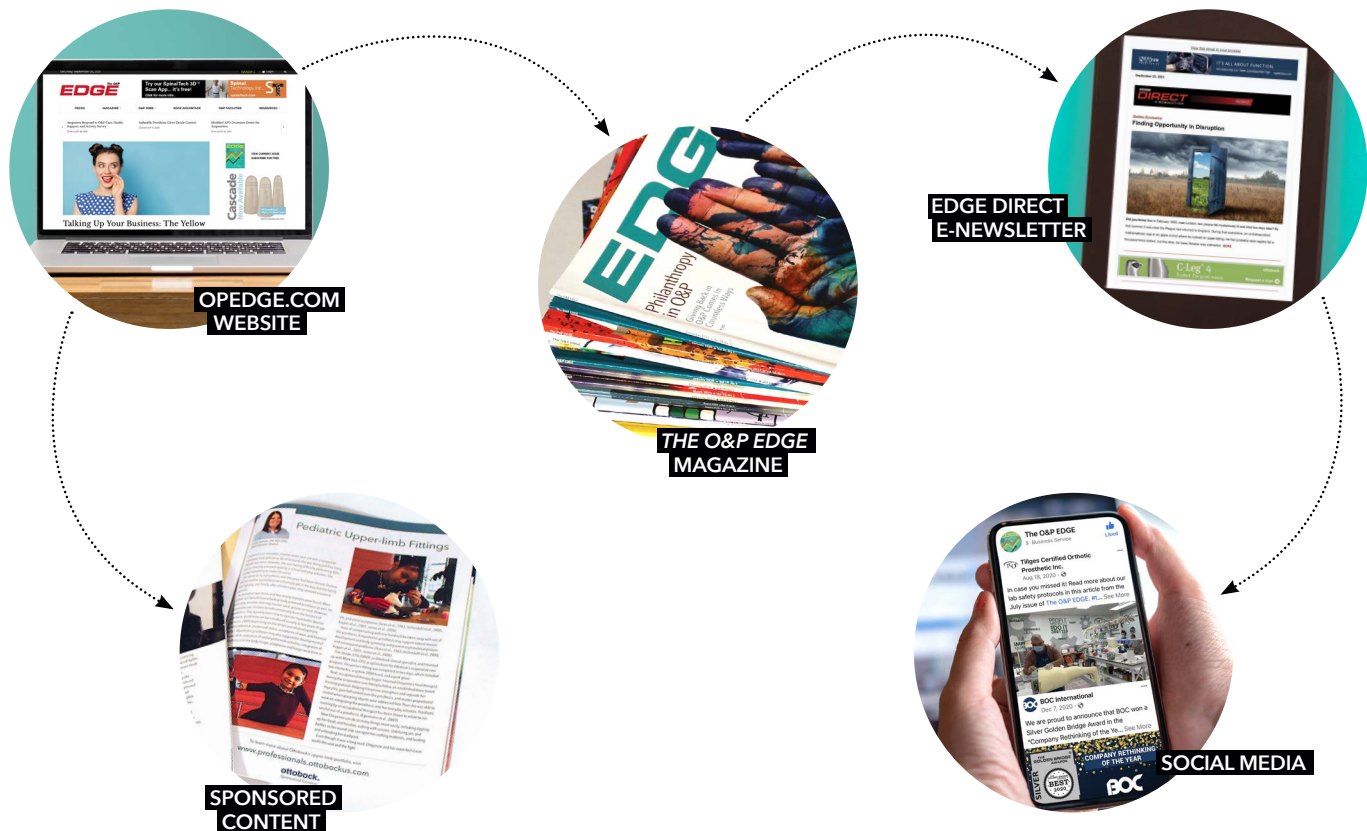
Our audience comprises over 16,000 print readers, 93,000+ monthly site visitors, and 17,000 weekly newsletter recipients who lead and guide the O&P profession. From best practices, new legislation, the latest innovations, and practical how-to information, *The O&P EDGE* covers O&P.

Our readers are the decision-makers and influencers in the market. The products they use, the services they demand, and the information they require make *The O&P EDGE* a necessity when it comes to running an O&P facility and serving patients.

Being a marketing partner with us ensures that you too reach this valuable and influential audience.

Integrated Marketing Solutions

Reaching the O&P professional the way they want to be reached.



Print

Award-Winning Magazine

By partnering with *The O&P EDGE*, advertisers have exclusive access to more than 16,000 O&P professionals and decision-makers. Align your business with the industry's most influential consumers.



OUR PRINT STATS SAY IT ALL

**THE O&P EDGE
IS RECEIVED BY**

95%

certified O&P
professionals
and technicians

100%

of approved
O&P educational
programs

16,000+

current and future
practitioners
and industry
professionals

Contact the EDGE sales team
for advertising opportunities.

sales@opedge.com
303-255-0843 x3

2022 PRINT RATE CARD

RATES	1x	3x	6x	12x
Full page	\$3270	\$3135	\$3035	\$2925
2-page spread	\$5325	\$5095	\$4915	\$4750
1/2 page	\$2755	\$2610	\$2475	\$2335
1/3 page	\$2265	\$2155	\$2040	\$1925
1/4 page	\$1875	\$1845	\$1765	\$1685

SPOTLIGHTS, APR, JUL, OCT, DEC ISSUES

1/3 page	\$1100	100-125 words + logo & image
1/6 page	\$600	65-85 words + logo or image

PREMIUM POSITION RATES, 12x RUN

Back Cover	\$3935
Inside Front Cover	\$3385
Inside Back Cover	\$3385

CALENDAR ADS

Print + website placement includes logo	Word count
\$75	40 word max.
\$350	1/8 page box ad (3.4" wide x 2.4" tall)

Additional Services

EDGE Direct Calendar	add \$60/month
Self Placed Online Only (40 word max.)	\$55/month

AD DEADLINE IS THE FIRST OF EVERY MONTH PRIOR TO PUBLICATION DATE.

2022 EDITORIAL CALENDAR

JANUARY

Psychosocial Aspects
of O&P Care

FEBRUARY

Historic Shifts in Delivery
and Business Models

MARCH

O&P Education
Academy Show Issue

APRIL

Pediatrics
Pediatric Spotlight

MAY

O&P Across Borders

JUNE

Lower Limb

JULY

Fabrication
Central Fab Spotlight

AUGUST

Upper Limb

SEPTEMBER

Taking Care of
O&P Business

OCTOBER

Rehabilitation in O&P
AOPA Show Issue
Prosthetic Spotlight

NOVEMBER

Footcare and Gait
Considerations

DECEMBER

The Future of O&P:
Research
Orthotic Spotlight

OPEDGE.com

Elevate Your Brand

OPEDGE.com is completely redesigned and offers visitors up-to-the-minute information and comprehensive archives covering 20 years of O&P content. Become a marketing partner and get your brand noticed on OPEDGE.com.



EDGE WEBSITE STATS

93,336

average
monthly visitors

351,956

average monthly
page views

5.3 minutes

average time spent
on OPEDGE.com

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OPEDGE.COM ADVERTISING OPPORTUNITIES

Top Leaderboard

\$950/month run of site
728 pixels wide x 90 pixels tall
100 KB max ad size

Leaderboard

\$750/month run of site
728 pixels wide x 90 pixels tall
100 KB max ad size

Medium Rectangle

\$750/month run of site
300 pixels wide x 250 pixels tall
100 KB max ad size

Expanded Rectangle

\$950/month run of site
300 pixels wide x 600 pixels tall
100 KB max ad size

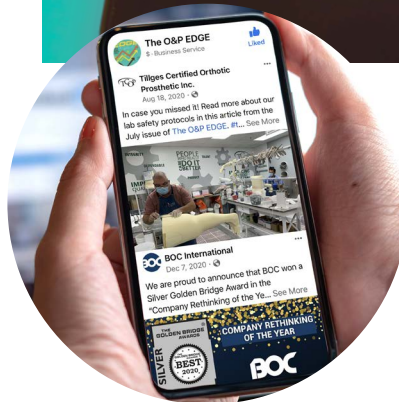
Product & Service Directory

\$60/month/category
Name, contact info, link to website, 85 word description + logo

EDGE Direct

Weekly Industry E-newsletter

The weekly *EDGE Direct* e-newsletter's strong circulation and high click-through rate allows advertisers to align their product messaging alongside sought-after editorial content.



The O&P EDGE on social media platforms celebrates and highlights the important things happening in your world.



EDGE DIRECT STATS

Reach
17,000+
subscribers
with *EDGE Direct*

12.7%
open rate

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EDGE DIRECT ADVERTISING OPPORTUNITIES

Sponsored Story

\$1200/week includes:

- Headline: 5-8 word headline
- Text: 40-60 word intro that will link to the rest of your story on OPEDGE.com
- Image: Visually-interesting image that relates to the story, provided at 150 dpi or higher.

Top Two Rotating Leaderboards

\$1300/month

728 pixels wide x 90 pixels tall
100 KB max ad size

Four Rotating Leaderboards

\$1000/month

728 pixels wide x 90 pixels tall
100 KB max ad size

O&P Jobs

Find Your Best Candidate

The O&P EDGE has the single largest O&P Jobs section in print and online focused solely on the O&P profession. New functionality on the O&P Jobs section of the website helps connect candidates to you faster and easier.



PRINT

Listing w/logo per month	Word count
\$299	50 or fewer
\$375	51-75
\$450	76-95
\$525	96-120
\$675	121-150
Display ad per month	Ad size
\$775	1/4 page
\$1175	1/2 page horizontal
\$1175	1/2 page vertical
\$1950	Full page
Additional services	
Blind Ad*	add \$30
*Anonymous ad with email forwarding service	
Bulleted Ad	add 20%
O&P Job Board (with select meeting issues)	\$140

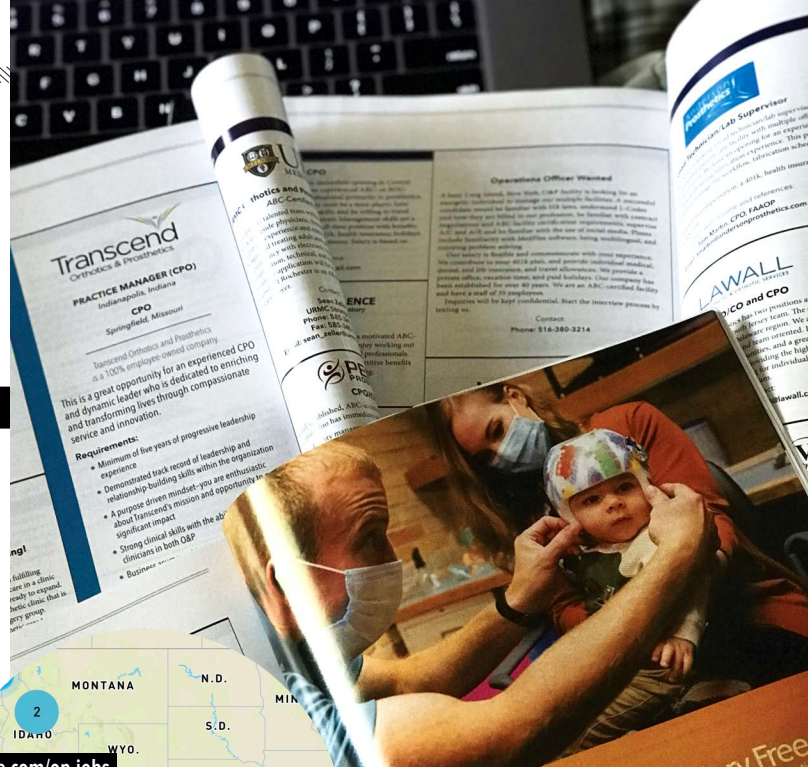
WEBSITE

Immediate Online Placement	add \$125 to print price
Self Placed Online Only With Logo (up to 150 words)	\$125/month
Online Only With Logo Placed by EDGE (up to 150 words)	\$150/month
Online Only Medium Rectangle Ad	\$300/month

O&P JOBS E-NEWSLETTER

The weekly O&P Jobs e-newsletter features the most current O&P career opportunities.

Standard Listing	\$160/4 weeks
Leaderboard	\$560/4 weeks



O&P JOBS

Welcome to the weekly O&P Jobs e-newsletter, the industry's most up-to-date resource for career opportunities.

Seeking CPO/Office Administrative Manager O&P Technician
1091-10015

SEEKING CO/CPO FOR CENTRAL FAB
Customer Support, Technical Director & Consultant
agency now

PACIFIC

GO's CP's and CPO's your new adventure starts here.

With mountains on 3 sides, a lake and multiple rivers to explore, Redding, California offers an array of recreational activities for individuals or families. At Tigerbrand's, we specialize in innovative tech, hardware and problem solving to allow our clients the ability to enjoy all the opportunities the North-State has to offer, while building on client relationships. We are an independently owned & operated O&P facility looking for individuals who enjoy what they do and share in our passion for patient care.

Contact:
Email: Justin.Tigerbrand@gmail.com

CPO/ICP/CIP (Certified Orthotist and/or Prosthetist) or Fitter/Technician

Spectrum Orthotics and Prosthetics is looking for a CPO CO CP (Certified Orthotist and/or Prosthetist) or Fitter/Technician to join our team in Southern OR. Spectrum has a variety of openings in the region and can tailor the opening for just about any set of skills. Spectrum has a standard benefit package. Pay will be commensurate with experience. Spectrum has 11 locations throughout Southern Oregon and northern California. Medford is the 4th largest metro area in Oregon with a diverse array of opportunities and adventures. The offices are long standing in their communities with a good physician and patient following.

Contact:
Email: Forest@spectrumandp.com

SEEKING FABRICATION SPECIALISTS

Industry Leading Compensation
• Sign-On Bonus
MARTINBIONICS.COM/APPLY

CPO-ABC Certified Practitioners

Evergreen Prosthetics & Orthotics, LLC, is one of the largest and fastest growing independent P&O providers in the nation. Join our team and obtain stability in your professional future. Evergreen is looking for experienced CPOs for multiple locations in Oregon. We are currently recruiting candidates with clinical experience who wish to be a staff practitioner or manager. Candidates should be self-motivated, detail oriented, organized, team players who work well in both hospital and clinical settings.

Contact:
Email: a.sifous@evergreenco.com

Immediate job opening for CPO/CPO and O&P Technician

SG Orthotics & Prosthetics Inc is expanding in Southern California markets. You will be supported by a full-service support team, central lab with all the latest technology. All clinicians should possess current ABC or BOC certification in Prosthetics and Orthotics. The O&P Technician fabricates orthoses and prostheses to provide maximum fit, function, cosmetics and workmanship. The Fabrication Specialist is expected to keep abreast of all new fabricating techniques and must be familiar with the properties of pertinent materials and must be skilled in the use of appropriate equipment. SG O&P offers and excellent compensation and benefits package.

Contact:
Email: Charles@sgpme.com

For advertising opportunities, contact Ellen McIntosh at Ellen@opedge.com or 303-255-0843 x2.

Specifications

Print

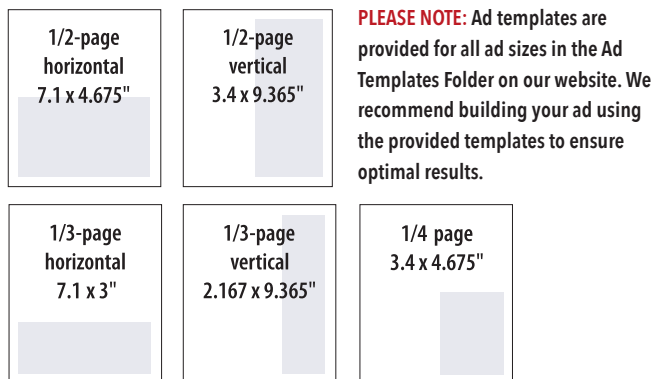
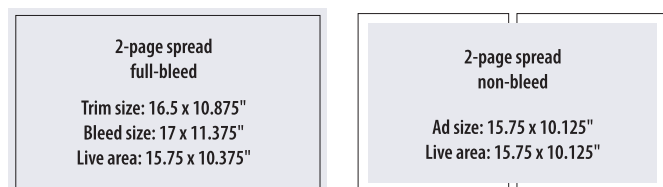
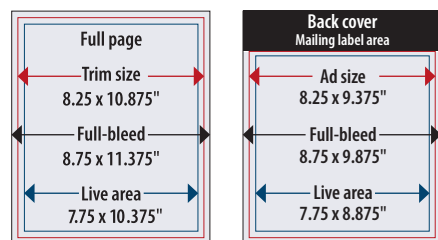
Printing: 4-color Web Offset on 60# Coated Stock

Binding: Perfect Bound

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

Live Matter: Keep live matter 0.25" 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	7.75 x 10.375"	8.75 x 11.375"
Back cover	N/A	8.75 x 9.875"
1/2 page horizontal	7.1 x 4.675"	
1/2 page vertical	3.4 x 9.365"	
1/3 page horizontal	7.1 x 3"	
1/3 page vertical	2.167 x 9.365"	
1/4 page	3.4 x 4.675"	



Questions?

Email sales@opedge.com or call 303-255-0843 x3. Instructions for creating press-ready PDF files from standard software applications compliant with our printer are available upon request.

INSTRUCTIONS FOR SUBMITTING PRESS-READY PDF FILES

The O&P EDGE cannot be responsible for any color or positioning variation that occurs if advertiser does not adhere to all specifications.

Images

- Use high-resolution images; 300 dpi is required
- Do not scale images above 120%
- Images should not have ICC profiles embedded

Fonts + Colors

- Always embed all fonts and do not allow font substitutions
- RGB or LAB colors are not accepted
- Use CMYK colors and 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

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

Print Terms + Conditions

- Effective rate date: January 2022 for all advertisements
- Frequency: 12 times per year, mailed first week of each month

Commissions + Discounts

Contracts MUST be signed to receive any 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.

(File preparation charges, calendar ads, classified ads, and inserts are non-commissionable.)

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, with the exception of Premium Position ads. Premium Position ads are contracted for all issues within the given year. 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 advertisements by The O&P EDGE will be billed at \$100/hour.