

2024
Media Kit

PRINT
WEBSITE
E-NEWSLETTERS
SOCIAL MEDIA
TRADE SHOWS & EVENTS

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WEBSITE
E-NEWSLETTERS
SOCIAL MEDIA
TRADE SHOWS & EVENTS

Welcome to *The O&P EDGE*

Our readers are the decision makers
and influencers in the market.



We are O&P. As the only independent media source for the O&P profession, *The O&P EDGE* reaches every corner of the industry. From trends and breaking news to business strategy to trade shows, we've been O&P's most reliable and comprehensive source of information for more than 20 years. If it's O&P, it's *The O&P EDGE*.

62% of readers surveyed noted that with so much information available today they looked to credible journalists and editors to curate what's important to know.

Meredith Research Solutions

How To Partner With Us



THE O&P EDGE
MAGAZINE



OPEDGE.COM
WEBSITE



EDGE DIRECT & EDGE ADVANTAGE
SIFTED E-NEWSLETTERS



TRADE SHOWS
& EVENTS



THE O&P EDGE
ON SOCIAL MEDIA

PERCENT OF SUBSCRIBERS WHO ARE

95% CERTIFIED O&P **PROFESSIONALS
AND TECHNICIANS**

PRINT MAGAZINE

Trusted. Award winning. Providing credible content for more than 20 years.

16,000+
PRINT READERS

2024 Print Rate Card

RATES	1x	3x	6x	12x
Full page	\$3450	\$3300	\$3200	\$3100
2-page spread	\$5600	\$5350	\$5150	\$5000
1/2 page	\$2900	\$2700	\$2600	\$2450
1/3 page	\$2350	\$2250	\$2150	\$2000
1/4 page	\$1950	\$1900	\$1850	\$1700

PREMIUM POSITION RATES: 12x RUN

Back Cover	\$4100
Inside Front Cover	\$3550
Inside Back Cover	\$3550
Opposite Table of Contents	\$3450
Opposite Editor's Note	\$3450

SPOTLIGHTS: APRIL, JULY, AUG, OCT ISSUES

1/3 page	\$1150	100-125 words + logo & image
1/6 page	\$650	65-85 words + logo or image

ALL AD DEADLINES ARE THE FIRST OF EVERY MONTH PRIOR TO PUBLICATION DATE.

2024 Editorial Calendar

JANUARY

Special Populations
Hanger LIVE

FEBRUARY

O&P and the US Healthcare
Landscape
Academy Pre-show Issue

MARCH

Evolution of O&P: Education,
Research, New Faces
Academy Show Issue

APRIL

Focus on Kids
Pediatric Spotlight

MAY

Holistic Approach to O&P Care

JUNE

Advances in Upper-limb Care

JULY

Trends in Fabrication
CFab Spotlight

AUGUST

Optimizing Lower-limb Care
Prosthetic Spotlight
AOPA Pre-show Issue

SEPTEMBER

Balancing Patient Care, Profit,
and Payers
AOPA Show Issue

OCTOBER

Keeping Patients Active
Orthotic Spotlight

NOVEMBER

Pedorthic/Foot Ankle issue

DECEMBER

Challenges and Opportunities
on the Horizon

Bonus distribution and editorial themes subject to change.

Contact Kathleen Pishotta

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303-255-0843 x3

Cell 352-262-9679

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IMPACT OPTIONS

Make a lasting impact by marketing your products in one of these unique ways.



Cover Impacts

BELLY BAND

Wraps around the entire magazine. Guaranteed to be seen.

COVER WRAP

Wraps around the front and back covers of the magazine at the spine. Great for delivering information with a sense of importance.

GATEFOLD COVERS

> Traditional Gate

This 4-page cover opens to the left and expands to the left, with the potential to highlight two dynamic spreads.

> French Gate

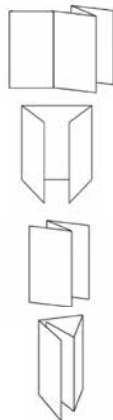
A 2-piece cover that opens at the center to reveal your ad. Entices the reader to open and view your message.

> Z Fold

Cover opens and expands to the left to reveal three ad pages, including one spread.

> Barrel Fold

Eight pages that fold out in a barrel motion. An effective way to maximize your message and build suspense.



Inside Impacts

TIP-ON POSTER/INSERT

A full-size poster or insert that can be tipped in or polybagged. Use for promoting new products, event promotions, and more.

SPONSORED STORY

Designed to mimic editorial content, a Sponsored Story in our print magazine invites readers to explore a company or product in greater depth.

Digital Impacts

SPONSORED STORY (OPEDGE.COM)

Designed to mimic editorial content, a Sponsored Story on our website invites readers to explore a company or product in greater depth.

MOBILE ADHESION

A high-impact banner that remains static, in front of the reader, while editorial content scrolls. Only one slot available per month.

WEBSITE TAKEOVER

An immersive ad experience that takes over the homepage for a few seconds. A high-value co-branding opportunity.

TRADE SHOW E-NEWSLETTERS

These show-specific e-newsletters are sent as a preview to the AOPA and Academy annual meetings. Each e-newsletter gives a sneak peek of show highlights, new products, and show sessions. Advertising opportunities offer high exposure and impressions for the industry's most important events.

Pricing estimates for all products available upon request.

Connecting the credibility of print to the immediate access of digital.



OPEDGE.com provides visitors with news, industry resources, current magazine editorial, and robust search functionality for focused O&P content. A comprehensive archive covering 20 years of O&P content is available through an EDGE Advantage subscription for only \$29.99 per year.

OUR WEBSITE STATS:

Over 1.1 Million
SESSIONS BY DIRECT SEARCH

- > **18,698** average active users per month
- > **38,251** engaged sessions per month

Elevate Your Brand

TOP LEADERBOARD*
\$995/month run of site
728px wide x 90px tall

LEADERBOARD*
\$795/month run of site
728px wide x 90px tall

MEDIUM RECTANGLE*
\$795/month run of site
300px wide x 250px tall

EXPANDED RECTANGLE*
\$995/month run of site
300px wide x 600px tall

SPONSORED STORY
\$1500/month
homepage placement
Image: 1200px wide by
700px tall, minimum 150 dpi
Headline: 10 word maximum
Story text: 600 word maximum

PRODUCT & SERVICE DIRECTORY
\$60/month/category
Name, contact info, website link,
85 word description + logo

*Accepted formats: JPG,
GIF, animated GIF,
100KB max ad size



1.65 MILLION AVERAGE
YEARLY IMPRESSIONS

WHEN YOUR AD IS FEATURED ON OPEDGE.COM

EDGE DIRECT

Simple. Informative. A powerful tool to engage our readers through their inbox.



The weekly EDGE Direct e-newsletter focuses on timely industry topics. It allows advertisers to align their product messaging alongside vital editorial content.

EDGE DIRECT BOASTS:

- > **17,000+ contact database**
- > **23.6% open rate**
- > **13.2% click rate on sponsored stories**
- > **27% of our audience is highly engaged**

Limited space available.

Advertising Options

TOP LEADERBOARD*

\$1350/month

728px wide x 90px tall

**NEW!
MAXIMUM
IMPACT!**

DOUBLE LEADERBOARD*

\$1550/month

728px wide x 180px tall

ROTATING LEADERBOARDS*

\$1050/month

728px wide x 90px tall

SPONSORED STORY

\$1250/week includes:

Image: 1200px wide by 700px tall, minimum 150 dpi

Headline: 10 word maximum

Story text: 600 word maximum

*Accepted formats: JPG, GIF, animated GIF,
100KB max ad size

YOUR BRAND GAINS MORE THAN
**800,000 INFLUENCE
MOMENTS**
EVERY YEAR

EDGE ADVANTAGE SIFTED

Exclusive content delivered to
O&P professionals twice every month.



Created by the editors of *The O&P EDGE*, this bi-monthly newsletter with a 17,000+ contact base, takes readers beyond industry news and delivers exclusive online content, in-depth analysis, technology updates, innovator profiles, and business analytics.

23.5% OPEN RATE

Advertising Options

TOP LEADERBOARD*

\$950/month

1 banner slot per issue

728px wide x 90px tall

**NEW!
MAXIMUM
IMPACT!**

DOUBLE LEADERBOARD*

\$1100/month

728px wide x 180px tall

ROTATING LEADERBOARDS*

\$750/month

4 banner slots per issue

728px wide x 90px tall

SPONSORED STORY

\$1200/issue includes:

Image: 1200px wide by 700px tall, minimum 150 dpi

Headline: 10 word maximum

Story text: 600 word maximum

*Accepted formats: JPG, GIF, animated GIF,
100KB max ad size

TARGETED. FOCUSED.

O&P JOBS

Connecting candidates to opportunities in the largest jobs database in print and online.



Print

Listing w/logo per month	Word count
\$315	50 or fewer
\$395	51-75
\$475	76-95
\$550	96-120
\$710	121-150
Display ad per month	Ad size
\$815	1/4 page
\$1250	1/2 page horizontal
\$1250	1/2 page vertical
\$2050	Full page
Additional services	
Blind Ad*	add \$35
*Anonymous ad with email forwarding service	
Bulleted Ad	add 20%
O&P Job Board (with select meeting issues)	\$150

Jobs Online

Immediate Online Placement (with print purchase)	\$140
Online Only Standard Listing	\$195/month
Online Only Featured Listing	\$305/month
Online Medium Rectangle Ad 300px wide x 250px tall	\$350/month
Online Medium Rectangle Ad <i>Professionally designed by our creative team</i> 300px wide x 250px tall	\$450/month

O&P Jobs E-newsletter

Leaderboard	\$590/4 weeks
Standard Listing	\$170/4 weeks
(must have an online ad for e-newsletter placement)	

23.5%
OPEN RATE

4.1%
CLICK RATE

Specifications

Print Submissions

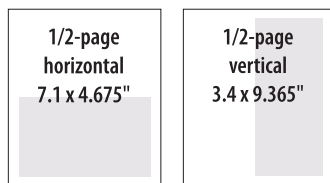
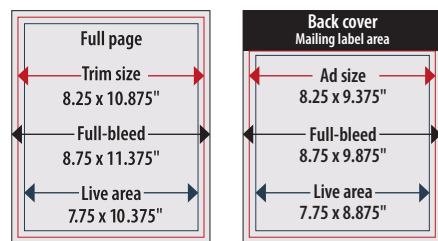
Printing: 4-color web offset on 60# coated stock

Binding: Perfect bound

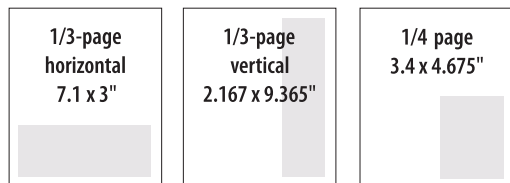
Magazine Final Trim Size: Width 8.25" x Height 10.875"

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"	



PLEASE NOTE: Ad templates are provided for all ad sizes in the Ad Templates Folder on our website. We recommend building your ad using the provided templates to ensure optimal results.



Questions?

Email production@opedge.com with questions. Instructions for creating press-ready PDF files from standard software applications that are 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 printed below.

Images

- Use only high-resolution images; 300 dpi is required
- Images should not have ICC profiles embedded

Fonts + Colors

- RGB or LAB colors are not accepted. CMYK color must be used on all elements
- Always use **CMYK color** and convert all spot colors to process
- Always embed all fonts and do not allow any font substitutions

Layout

- Provide 0.25" bleed beyond the trim area on all edges
- Printer's marks are not required. Submit ads with 0.25" bleed only. If printer's marks are added, place them in the slug area at an offset amount of 0.375"
- Keep all important logos/fine print inside live area: 0.25" from trim on all edges

Delivery Instructions

- Email PDF 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 2023 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 in full within 30 days of invoice date. After 30 days, gross billing is due in full. **(File preparation charges, calendar ads, O&P Jobs ads, Spotlights, and Impact Options 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 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.

Digital Submissions

File Requirements:

Static JPG and animated GIF files accepted, with a max of 4 loops for animated GIFs

- Colors: Non-transparent, RGB
- Resolution: 72 dpi
- File size max limit: 100 KB

Banners with a white background must have a minimum 1-pixel border to differentiate ad from editorial content. Link URLs must be provided with final art submission.