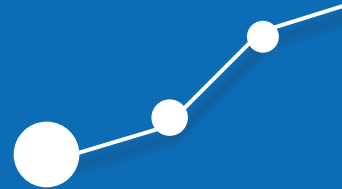




AOPA MARKETING OPPORTUNITIES

20
14



MEDIA

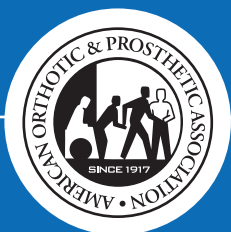
KIT

Be served a bigger slice of the pie!

Find your slice of the 3.5 billion dollar of O&P business—begin with an AOPA advertising opportunity today!

American Orthotic & Prosthetic Association (AOPA)

Rates effective Jan. 1, 2014



Promoting O&P Since 1917 www.AOPAnet.org

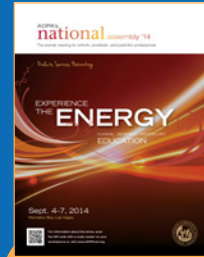
AOPA MARKETING OPPORTUNITIES



Magazine Opportunities



Online Opportunities



Conference Opportunities



Let AOPA's variety of marketing opportunities help meet your company's marketing goals. Each month, reach more than 12,000 orthotic and prosthetic professionals, facility owners, and industry personnel!



The *O&P Almanac* offers in-depth coverage of current professional, government, business and reimbursement activities affecting the orthotics, prosthetics, and pedorthics field.

The *Almanac* is published by the American Orthotic & Prosthetic Association (AOPA), a not-for-profit association for O&P. All advertising revenue is used to support O&P activities such as government affairs on Capitol Hill, Medicare relations, and education sessions at the National Assembly. AOPA's reimbursement and government affairs experts write articles exclusively for the *O&P Almanac*, which has kept the O&P community informed for more than 50 years.



Only **O&P Almanac** has the **insight** and authority to **cover the big issues** affecting the O&P industry in 2014:

- Affordable Care Act's effects on patients and providers
- RAC audits and claim denials
- AOPA's advocacy efforts on behalf of the industry
- Competitive bidding threats
- HIPAA mandates and compliance
- Evidenced-based, comparative/cost-effectiveness research and grants
- Reimbursement challenges
- FDA regulatory updates



The *O&P Almanac*—a five-time award-winning monthly magazine for the orthotic and prosthetic professions.

2014 O&P ALMANAC EDITORIAL CALENDAR

ISSUE: Editorial Focus	Display Ad Closing Deadline	Display Materials Deadline
JANUARY: Industry Outlook—ACA, RAC Audits, & More	Nov. 13	Nov. 18
FEBRUARY: Facility Management Tools & Processes	Dec. 13	Dec. 20
MARCH: Legislative Update, AOPA Policy Forum	Jan. 28	Feb. 7
APRIL: Cosmesis & Body Image	Feb. 28	Mar. 7
MAY: Disease Management	Mar. 27	April 3
JUNE: Buyers' Guide Issue 2014 Buyers' Guide Facility Management Best Practices	April 22	April 29
JULY: Sports & Physical Therapy	May 23	May 30
AUGUST: Fabrication & Design Innovations AOPA National Assembly 2014 Exhibitor and Product Showcase	June 20	June 27
SEPTEMBER: National Assembly Issue AOPA National Assembly 2014 Global Research	July 18	July 25
OCTOBER: AOPA National Assembly 2014 Highlights Orthotics Update	Aug. 22	Aug. 29
NOVEMBER: Buyers' Guide to Foot Care Issue 2014 Buyers' Guide to Foot Care Pedorthic Issues	Sept. 17	Sept. 27
DECEMBER: Upgrading Treatment Models	Oct. 22	Oct. 29

+ Special Distribution
See p.4

+ Special Distribution
at the AOPA 2014 National Assembly

+ Special Distribution
See p.4

*In addition to the dates listed on the right, the *O&P Almanac* will be sent to a variety of industry meetings in 2014, barring any unforeseen circumstances. As of the publishing deadline for this media kit, some of the 2014 dates for these meetings have not been announced.

2014 BONUS DISTRIBUTION*
and Industry Calendar

- Jan. 26–29: **Pacific Rim Conference**, Waikoloa, HI
- Feb. 3–7: **Hanger Ed. Fair**, Las Vegas, NV
- Feb. 26–Mar. 01: **AAOP Meeting & Scientific Symposium**, Chicago, IL
- Mar. 5–8: **ACPOC Annual Meeting**, Anaheim, CA
- Mar. 7–8: **PrimeFare West Meeting**, Denver, CO
- April 2014: **AOPA Policy Forum**, Washington, DC
- April 29: **POPS 2014 Annual Conference**, Hollywood, CA (POPS Meeting is in accordance with the POSNA Meeting)
- April 30–May 3: **POSNA Annual Meeting**
- May 12–14: **OT Forum**, Leipzig, Germany
- May 15–17: **WAMOPA Meeting**, Reno, NV
- May 30–June 1: **Midwest AAOP**, Lake Geneva, WI
- June 13–14: **PrimeFare East**, Nashville, TN
- July 30–Aug. 2: **National Association of Orthopaedic Technologists Annual Clinical Symposium**, Atlanta, GA
- Aug. 6–9: **American Association of Diabetes Educators Annual Meeting**, Orlando, FL
- Sept. 4–7: **AOPA National Assembly**, Las Vegas, NV
- Oct. 24–26: **Pedorthic Footwear Association Annual Symposium and Exhibition**, Orlando, FL
- Nov. 13–16: **American Academy of Physical Medicine & Rehabilitation**, San Diego, CA



O&P Almanac Display Advertising Rates

Rates effective Jan. 1, 2014

AOPA MEMBERS

Color	1x	3x	6x	12x
Full page	\$2,632	\$2,539	\$2,482	\$2,295
2/3 page	2,384	2,292	2,225	2,045
1/2 page	2,276	2,096	2,034	1,895
1/3 page	1,993	1,906	1,849	1,705
1/4 page	1,797	1,746	1,705	1,590
Black & White	1x	3x	6x	12x
Full page	1,277	1,231	1,179	1,051
2/3 page	1,154	1,107	1,071	1,035
1/2 page	1,035	989	937	855
1/3 page	989	917	855	829
1/4 page	809	793	773	649

NON-MEMBERS

Color	1x	3x	6x	12x
Full page	\$3,512	\$3,394	\$3,286	\$3,136
2/3 page	3,260	3,157	3,054	2,972
1/2 page	3,008	2,915	2,833	2,714
1/3 page	2,596	2,529	2,457	2,384
1/4 page	2,209	2,142	2,070	1,978
Black & White	1x	3x	6x	12x
Full page	1,684	1,627	1,555	1,385
2/3 page	1,535	1,421	1,385	1,339
1/2 page	1,349	1,303	1,251	1,205
1/3 page	1,231	1,185	1,123	1,082
1/4 page	1,082	1,051	1,009	906

O&P Almanac Buyers' Guides

2014 Buyers' Guide

Included in the O&P Almanac June issue



- + BONUS DISTRIBUTION:**
- Amputee Coalition (AC) Annual Meeting
 - PrimeFare East Scientific Symposium
 - Midwest Chapter AAOP Annual Meeting
 - Michigan Orthotics and Prosthetics Association (MOPA) Annual Meeting

The annual Buyers' Guide is the O&P profession's biggest, once-a-year advertising opportunity to display your O&P products. This guide is used all year long by decision-makers waiting to hear about new products and services in the O&P industry. *Listings must be 100 or fewer words.*

LISTING	MEMBER	NON-MEMBER
Text-only listing	\$300	\$400
Text with b/w image	\$500	\$700
Text with 4-color image	\$800	\$1,150

Deadline: April 22, 2014

2014 Buyers' Guide to Foot Care

Included in the O&P Almanac November issue



- + BONUS DISTRIBUTION:**
- Podiatric Footcare Association 2014 Annual Meeting
 - American Academy of Physical Medicine and Rehabilitation
 - New Jersey Chapter AAOP Annual Meeting

The annual Buyers' Guide to Foot Care offers a directory of companies that provide custom, diabetic and extra-depth footwear, ankle-foot orthoses, insoles and more, along with distribution and central fabrication facilities. *Listings must be 100 or fewer words.*

LISTING	MEMBER	NON-MEMBER
Text-only listing	\$300	\$400
Text with b/w image	\$500	\$700
Text with 4-color image	\$800	\$1,150

Deadline: September 17, 2014

For more information, contact Bob Heiman at 856-673-4000 or email bob.rhmedia@comcast.net.
Email text and a high-resolution JPG image (if applicable) to opalmanac@aopanet.org. Agency discounts do not apply.

Marketplace

Showcase your new products with a photo and 100-word description in this highly read section of the *O&P Almanac*.



LISTING	MEMBER	NON-MEMBER
Text-only listing	\$200	\$300
Text with image	\$400	\$500

Execptions:

June	No Marketplace. <i>Buyers' Guide</i> issue. Entries due April 22
August	No Marketplace. <i>Assembly Exhibitor Showcase</i> issue. Entries due June 20.
November	No Marketplace. <i>Buyers' Guide to Foot Care</i> issue. Entries due Sept. 17.

Jobs

<http://jobs.aopanet.org>

Hire employees and promote services by placing your classified ad in the *O&P Almanac*. When placing a blind ad, the advertiser may request that responses be sent to an ad number, to be assigned by AOPA. All responses are forwarded free of charge. Company logos also are placed free of charge.



WORDS	MEMBER	NON-MEMBER
50 or less	\$140	\$280
51-75	\$190	\$380
76-120	\$260	\$520
121+	\$2.25 per word	\$5 per word

SPECIALS	MEMBER	NON-MEMBER
1/4 Page ad	\$482	\$678
1/2 Page ad	\$634	\$830

Calendar

Promote your

events! All Calendar ads appearing in the *O&P Almanac* are placed online free of charge at www.AOPAnet.org. Telephone, fax numbers, email addresses and websites are counted as single words.



WORDS	MEMBER	NON-MEMBER
25 or less	\$40	\$50
26-50	\$50	\$60
51+	\$2.25 per word	\$5 per word



For monthly material deadlines, refer to page 3, **Display Ad Closing Deadline.**

For more information, contact Bob Heiman at 856-673-4000 or email bob.rhmedia@comcast.net.

Email text and a high-resolution JPG image (if applicable) to opalmanac@aopanet.org. Agency discounts do not apply.

O&P Almanac Display Ad Specifications

The *O&P Almanac* is a web offset publication with a 150 line screen and saddle-stitch bound. June and September issues are special issues that may be perfect bound. The *O&P Almanac* is also published online with the monthly digital edition.

Digital Advertising Media

Mac or PC files are accepted. Provide a high-resolution PDFx1a printer-ready file with fonts and graphics embedded. Use only Postscript Type1 or OpenType fonts. Zip or stuff file before transmitting to the FTP Site. Include .125" extra image for bleeds on any side of the ad that bleeds. Allow .25" type safety margin.

File Transmission and Proofs

Post ad material to the FTP listed below and notify Steve Custer at opalmanac@aopanet.org with company name, file name, issue, and proof of the ad material. Proofs are recommended to ensure ad material is reproduced accurately. Hard copy proofs may also be mailed to AOPA, Attn: Steve Custer, 330 John Carlyle St, Ste. 200, Alexandria, VA 22134.

Upload files to: <ftp.dpc-nh.com>

Case-sensitive User: **opalmana**

Case-sensitive Password: **opalma01**

For advertising questions (ads, inserts, outsets, etc), contact Bob Heiman at 856-673-4000 or email bob.rhmedia@comcast.net.

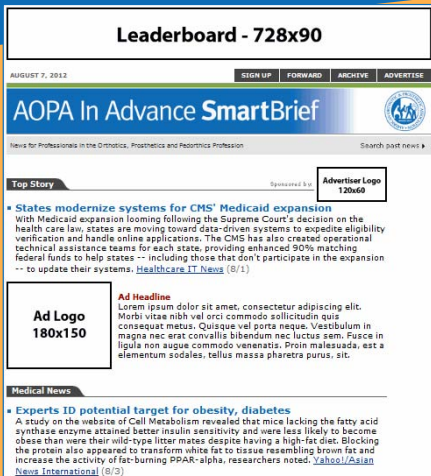
Ship supplied advertising materials to:

Dartmouth Printing Company
69 Lyme Road
Hanover, NH 03755
Attn: Donna McKee
Job name: *O&P Almanac* and issue

Display Advertising Dimensions

Full Page	2/3 Page	1/2 Page Vert.	1/2 Page Horiz.
Live 7.75"x 10.375" Trim 8.25"x 10.875" Bleed 8.5"x 11.125"	Live 4.5"x 9.375"	Live 4.5"x 7"	Live 7"x 4.5"
1/3 Page Sq.	1/3 Page Vert.	1/4 Page	
Live 4.5"x 4.5"	Live 2.125"x 9.375"	Live 3.5"x 4.5"	

ONLINE OPPORTUNITIES



SmartBrief Advertising

The AOPA in Advance SmartBrief is a twice weekly digital newsletter covering the latest and most important O&P industry news items to AOPA members.

Most Popular Advertising Options:

- Leaderboard:** 728 x 90 pixels, .gif or .jpg
- Section Sponsorship:** 120x60 Logo, 180x150 Image, and up to 300 characters of text.

Standard Issue Rates

Include Weekly Exclusive Placement for 13 weeks.

- Top Banner:** \$4,000
- Top Story Section:** \$4,000
- Medical News Section:** \$3,500
- Business & Finance Section:** \$3,500
- Legislative & Regulatory Section:** \$3,000

Special Exclusive Opportunities

- Topic-Based Special Report:** \$3,000
- 2-Part Annual Conference Special Report:** \$4,000
- Best of 2013:** \$4,000

For more information, contact Aaron Kern at 202/407-7866 or email akern@smartbrief.com.

www.LCodeSearch.com

Industry professionals receive AOPA coding expertise 24 hours a day on www.LCodeSearch.com. The site allows users to match products to L codes and manufacturers. Visitors are able to search by L code, by category, by area of the body or by manufacturer.

Upload your products, **free of charge.**

ENHANCED PRODUCT LISTINGS

AOPA Supplier Levels 1 & 2: \$1,000/year

AOPA Supplier Levels 3 & 4: \$1,500/year

Contact Joe McTernan at jmcternan@AOPAnet.org or 571/431-0811 to have your products uploaded to the site.



TILE ADVERTISING

Dimensions

Size: 120 x 120 pixels, 72 dpi

Format: JPG or GIF with 25K or less file size

RATES	MEMBER
Per month	\$500
12 months	\$5,000

Digital Advertising Media

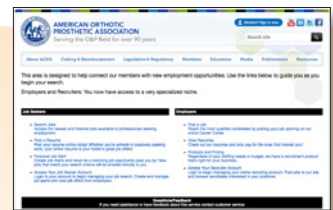
Mac or PC platforms are accepted. Provide a high resolution PDFx1a printer-ready file with fonts and graphics embedded. Use only Postscript Type1 or OpenType fonts. Zip or stuff file before transmitting to the FTP Site.

YOUR GATEWAY TO O&P EMPLOYMENT

AOPA Job Board

<http://jobs.AOPAnet.org>

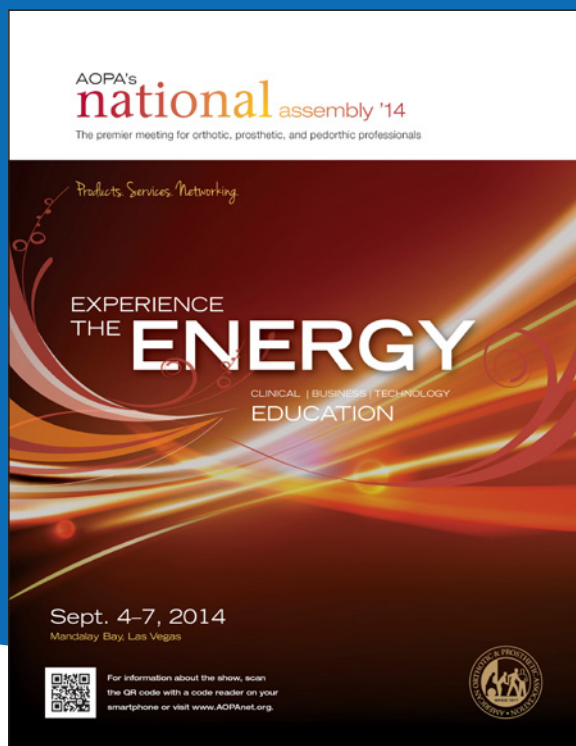
The O&P Job Board is the employment network for job seekers and O&P businesses looking to hire new talent. Job seekers can create career profiles, post their resumes, search for jobs by state and keywords and apply for jobs directly through the website at no cost. Employers can create personalized company profiles searchable by Web users and can include the company logo with each listing.



RATES	MEMBER	NON-MEMBER
Job Board Listing	\$80/mo.	\$140/mo.

**COMBO!
SAVE 5%**

Save 5% when you place the same ad in the *O&P Almanac*. See page 2 for pricing.



NATIONAL ASSEMBLY OPPORTUNITIES

ADVERTISE AT THE PREMIER O&P EVENT!
MANDALAY BAY • LAS VEGAS • SEPT. 4-7, 2014

Don't miss this chance to take advantage of all the extra ways AOPA helps you sell! Experienced trade show marketers agree—advertising is the best way to maximize your exposure and make the most of your trade show investment. AOPA can help put your name in front of customers before, during, and after the AOPA National Assembly with value-added sponsorship opportunities.

The AOPA National Assembly is America's oldest and largest show for manufacturers and distributors of O&P products. This world-wide convention opportunity features 4 days of high-level networking, the latest techniques in O&P treatment, and the finest industry specific business and training program.

Exhibitor Sponsorship Opportunities

Maximize exposure by sponsoring one or more of the following opportunities:

- Water stations featuring your logo on reusable water bottles
- Badge holder/lanyard
- Boxed lunches or refreshment breaks
- Preliminary Program
- Mobile Charging Stations
- Convention candy
- Column signs
- CE credit confirmation letters
- Exhibit game card
- Meeting attaché bag distributed to all registrants (logos and/or inserts)
- Advertisements in the final program
- And many more!

BOOST YOUR EXPOSURE!

Questions about sponsorships/exposure at the AOPA 2014 National Assembly? Contact Kelly O'Neill, 571/431-0852 or email koneill@AOPAnet.org.

Educational Opportunities

PRODUCT PREVIEW THEATER (PPT)

Place your product or service front and center for a 30-minute product preview right on the show floor. These 30-minute mini-workshops are designed to be high-energy presentations showcasing different products and/or services throughout the exhibition.

MANUFACTURERS' WORKSHOP

Take advantage of this unique opportunity to increase your visibility within the O&P community by sharing your successes and techniques with practitioners. Workshops are 4 hours long and can accommodate up to 50 people.

Exhibitor Special



At no extra charge, the official magazine of the National Assembly, the *O&P Almanac*, will be given to each attendee. Send us your promotional pieces, and we will include them in the *Almanac* distribution package for only \$1,500. **The *Almanac* is the ONLY O&P magazine to be distributed in this manner.** **Space is limited, so act quickly!**

Ad Closing Deadline: July 18, 2014

Ad Materials Deadline: July 25, 2014

GENERAL INFORMATION

GENERAL INFORMATION FOR ALL PUBLICATIONS

AOPA reserves the right to refuse position requests if layout or production conflicts arise. Duplicate position requests will be honored in order of receipt.

Special Position Rates

- +50% Back cover
- +30% Inside front cover
- +30% Inside back cover
- +30% Page one
- +30% Page opposite table of contents
- +25% Other requests

Payment Requirements

Non-member advertisers must pay in full for advertising at the time of order. All invoices must be paid in U.S. currency within 30 days of issue. After 30 days, an interest charge of 1 ½ percent monthly or 18 percent annually will be added to the account. If payment is not received within 60 days after the due date, the publication reserves the right to refuse future ads. Regardless of whether or not an agency is used or a contract signed, the advertiser is responsible for payment of all ads placed in its name.

Commissions and Discounts

Recognized agencies receive a discount of 15 percent of gross billing on space only if the account is paid within 30 days of the invoice date. Mechanical preparation charges are noncommissionable. No cash discounts apply.

Rate Policies

The publisher reserves the right to refuse any advertising which it deems unsuitable for any reason. AOPA reserves the right to review all L codes referenced in advertising to determine accuracy. No pricing comparison ads with payer (e.g. Medicare, Medicaid) allowables will be accepted. The word "Advertisement" may be placed with copy that, in the publisher's opinion, resembles editorial matter. All classified and calendar entries must be prepaid.

Short Rates and Rebates

Advertisers that do not use the amount of space on which their billing rate is based within the 12-month contract period will be short-rated. Advertisers that use sufficient additional space to earn a rate lower than their billing rate within the 12-month contract period will be rebated.

AOPA CONTACTS

NON-PRODUCT-SPECIFIC NEWS ITEMS:

Steve Custer
scuster@AOPAnet.org
571/431-0810

LETTERS TO THE EDITOR/STORY IDEAS:

Josephine Rossi
jrossi@strattonpublishing.com
703/914-9200, x26

ASSEMBLY EXHIBITS & SPONSORSHIPS:

Kelly O'Neill, CEM
koneill@AOPAnet.org
571/431-0852
Fax: 571/431-0899

FOR ADVERTISING INFORMATION, CONTACT:

Bob Heiman
RH Media, LLC
1814 E. Route 70, Suite 350
Cherry Hill, NJ 08003
bob.rhmedia@comcast.net
856-673-4000
Fax: 856/673-4001



AMERICAN ORTHOTIC &
PROSTHETIC ASSOCIATION
330 John Carlyle St., Suite 200
Alexandria, VA 22314
571/431-0876
Fax: 571/431-0899
www.AOPAnet.org

MEDIA KIT