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

2018 MEDIA KIT
PRINT • DIGITAL • EVENTS

Contact Bob Heiman for advertising inquiries:
E: bob.rhmedia@comcast.net  |  Ph: 856-673-4000; Cel: 856-520-9632
Why Partner with AOPA?

**SUPPORT**
Support the O&P profession by advertising with the national trade association representing O&P interests.

**ADVOCACY**
The *O&P Almanac* gets news straight from the source: AOPA's advocacy and other actions on behalf of O&P are reported firsthand in the *O&P Almanac*.

**CONTENT**
High quality, educational content: *O&P Almanac* readers can earn 32 free continuing education credits every year—a valuable resource for clinicians.

**REACH**
AOPA offers a variety of marketing opportunities to reach more than 12,000 orthotic and prosthetic professionals, facility owners, and industry personnel each month.

**CREDENTIALS**
ABC and BOC are the primary credentialing organizations for O&P in the United States. AOPA is the only organization that gets an updated list of all credentialed practitioners every month from these organizations. This ensures your ad message is seen by the most current list of all credentialed practitioners, in additional to other O&P business professionals that are members of AOPA.

**YOUR AOPA**
AOPA is a national trade association committed to providing high quality services, products, and education to orthotic, prosthetic, and pedorthic professionals. Through our government relations efforts, AOPA works to raise awareness of the profession and advocates for fairness and adequacy of Medicare policies and private insurance and against policies that adversely impact the future of the O&P field and patients. AOPA promotes top-notch education in O&P and supports strong evidence-based outcomes and comparative effectiveness research/measurements relating to O&P treatment. AOPA membership consists of more than 2,000 O&P patient care facilities and suppliers that manufacture, distribute, design, fabricate, fit, and supervise the use of orthoses and prostheses.
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.

O&P Almanac has the insight and experience to cover top issues happening now:

- Standards of Practice
- Business Management & Technology
- Legislative and Regulatory Updates
- Pediatric O&P
- International & Humanitarian Work
- Upper-Limb
- Foot Care
- Data Management for Facilities
- AOPA 2018 National Assembly
- Veterans
- Muscular Care
- Bracing & Orthoses

72% Loyal Readers
72 percent say that as a result of seeing an ad in the magazine they have adopted a new product or service in their practice.

88% Significant Member Benefit
Readers consider the O&P Almanac to have key information about the O&P industry.

89% Highly Satisfied
A high level of readers are satisfied with the publication.

73% Bookshelf Worthy
Readers refer to previous issues when they need information on a specific topic.

75% Best Source of Information
The best source of information on issues with which O&P patient-care facilities deal.

Award-Winning
The O&P Almanac—a seven time award-winning monthly magazine for the orthotic and prosthetic professions.
O&P Almanac Readership Research

**Reader profile**

O&P Almanac reaches a diverse mix of 12,000 patient-care executives and administrators, directly from the ABC, BOC, and AOPA databases.

- 73% Practitioners: Orthotists, Prosthetists, & Pedorthists (8,800)
- 18% Orthotist and Prosthetists Assistants, Technicians, & Fitters (2,200)
- 9% Business Managers, Manufacturers, and other O&P Employees (1,000)

**Depth of readership and engagement in O&P Almanac**

Interest in reading O&P Almanac on other platforms is growing.

Among the alternative platforms where O&P Almanac readers could access content, respondents are most interested in the AOPA website (43% “interested/extremely interested”), online digital edition (40%), tablet (34%), and smartphone (33%).

**O&P Almanac prompts readers to take action.**

- 68% Readers called an article to the attention of a colleague
- 62% Readers clipped/copied/saved an article
- 51% Readers/adopted a new strategy or modified a procedure/process

**Get Noticed! Advertise with the O&P Almanac**

More than 12,000 readers every issue
O&P Almanac Editorial Calendar

In 2018, O&P Almanac offers a full year of comprehensive O&P industry related themes with each issue focusing on a key topic. Review our editorial calendar to find a great selection of bonus distributions to increase your advertising exposure.

<table>
<thead>
<tr>
<th>2018 Issue</th>
<th>Theme</th>
<th>Ad Closing Deadline</th>
<th>Material Deadline</th>
<th>Bonus Distributions*</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Beyond the Centennial: A New Era of O&amp;P</td>
<td>Dec. 4</td>
<td>Dec. 11</td>
<td></td>
</tr>
<tr>
<td>February</td>
<td>Paralympics Preview: Prepping for PyeongChang</td>
<td>Jan. 2</td>
<td>Jan. 8</td>
<td>AAOP Meeting &amp; Scientific Symposium: February 14-17, New Orleans, LA</td>
</tr>
<tr>
<td>March</td>
<td>The 2018 Health-Care Climate: Legislative and Regulatory Updates</td>
<td>Jan. 29</td>
<td>Feb. 5</td>
<td>TAOP: April 12-14, TX</td>
</tr>
<tr>
<td>April</td>
<td>Pediatric Bracing: Orthotic Care for Children</td>
<td>Feb. 26</td>
<td>Mar. 5</td>
<td>NYSAAOP: April 26-28, Schenectady, NY</td>
</tr>
<tr>
<td>May</td>
<td>Smart Marketing: Campaigns That Work</td>
<td>Mar. 26</td>
<td>April 2</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>Young Professionals: The New Generation of O&amp;P Clinicians</td>
<td>April 30</td>
<td>May 7</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>Senior Care: O&amp;P for Aging Baby Boomers</td>
<td>May 29</td>
<td>June 4</td>
<td>Amputee Coalition National Conference: July 12-14, Tucson, AZ</td>
</tr>
<tr>
<td>August</td>
<td>Staffing Up: Hiring and Retention Tips</td>
<td>June 2</td>
<td>July 9</td>
<td>FAOP: July 26th-28th</td>
</tr>
<tr>
<td>September</td>
<td>State-Level O&amp;P: A Regional Look at Legislative Activity 2018 National Assembly: Exhibitor &amp; Product Showcase</td>
<td>July 30</td>
<td>August 6</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>Orthotics: Trends in Bracing</td>
<td>Oct. 1</td>
<td>Oct. 8</td>
<td></td>
</tr>
<tr>
<td>December</td>
<td>International O&amp;P: Advances Across the Globe</td>
<td>Oct. 29</td>
<td>Nov. 5</td>
<td></td>
</tr>
</tbody>
</table>

*In addition to the dates listed, the O&P Almanac will be sent to a variety of industry meetings in 2018, barring any unforeseen circumstances. As of the publishing deadline for this media kit, some of the 2018 dates for these meetings have not been announced.
**O&P Almanac 2018 Ad Rates**

Why advertise with the O&P Almanac?

- Support the O&P profession
- Put your ad next to the organization that makes the news: AOPA
- The high-quality content, eligible for CEUs

**Display Advertising Rates**

Rates effective Jan. 1, 2018

<table>
<thead>
<tr>
<th>Color</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
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<tbody>
<tr>
<td>Full page</td>
<td>$2,660</td>
<td>$2,565</td>
<td>$2,505</td>
<td>$2,320</td>
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<tr>
<td>2/3 page</td>
<td>2,410</td>
<td>2,315</td>
<td>2,250</td>
<td>2,070</td>
</tr>
<tr>
<td>1/2 page</td>
<td>2,300</td>
<td>2,220</td>
<td>2,060</td>
<td>1,920</td>
</tr>
<tr>
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<td>2,020</td>
<td>1,930</td>
<td>1,875</td>
<td>1,730</td>
</tr>
<tr>
<td>1/4 page</td>
<td>1,825</td>
<td>1,775</td>
<td>1,725</td>
<td>1,625</td>
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</table>

<table>
<thead>
<tr>
<th>Black &amp; White</th>
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<th>3x</th>
<th>6x</th>
<th>12x</th>
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<tr>
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<td>$1,305</td>
<td>$1,255</td>
<td>$1,205</td>
<td>$1,075</td>
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<tr>
<td>2/3 page</td>
<td>1,180</td>
<td>1,135</td>
<td>1,095</td>
<td>1,060</td>
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<tr>
<td>1/2 page</td>
<td>1,060</td>
<td>1,015</td>
<td>1,005</td>
<td>880</td>
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<tr>
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<td>945</td>
<td>885</td>
<td>855</td>
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<tr>
<td>1/4 page</td>
<td>835</td>
<td>815</td>
<td>795</td>
<td>675</td>
</tr>
</tbody>
</table>

**Special Advertising Opportunities**

Price includes printing and production charges.

**Cover Tips**

- Full page, 4-color ad ($8.25" w x 7"h) $12,000
- 3x $10,000
- 6x $9,000
- 12x $8,000

**Front Cover Gatefold**

- 6-full page gatefold, 4-color ad ($8.25" w x 10.875"h) $10,050

**Calendar**

- **Promote your events!** Telephone, fax numbers, email addresses and websites are counted as single words.

<table>
<thead>
<tr>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 or less</td>
</tr>
<tr>
<td>26-50</td>
</tr>
<tr>
<td>51+</td>
</tr>
</tbody>
</table>

**Marketplace**

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

<table>
<thead>
<tr>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listing</td>
</tr>
<tr>
<td>Text with image</td>
</tr>
</tbody>
</table>

**Careers**

- [http://jobs.AOPAnet.org](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.

<table>
<thead>
<tr>
<th>Rate</th>
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<tbody>
<tr>
<td>50 or less</td>
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<tr>
<td>51-75</td>
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<tr>
<td>76-120</td>
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<tr>
<td>121+</td>
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</tbody>
</table>

**SPECIALS**

- 1/4 Page ad $482
- 1/2 Page ad $634
O&P Almanac Display Ad Specifications

The O&P Almanac is a full color web offset publication with a 150 line screen and saddle-stitch bound. The trim size is 8.25”w x 10.875”h with .125” bleed requirement. The O&P Almanac is also published online with the monthly digital edition at AOPAnet.org.

Digital Advertising Media
Provide printer-ready PDF files with fonts and high-resolution graphics included. All fonts must be embedded in the supplied PDF. All bleeds must be extended at least 1/8” beyond the page size of the document. All live text or images should be at least 0.25 of an inch from the trim. Correctly define color in your digital documents. Make sure all 4/c pages have all colors set to print from process inks. For proper color reproduction, the maximum densities on your 4/c separations should not exceed 300%, with only one color reading 100%. Continuous tone images (i.e., 4/c seps, halftones) must have a 300 ppi resolution. All line art should be at 800 ppi or higher.

File Transmission and Proofs
Email Lauren Anderson at landerson@AOPAnet.org with company name, file name, issue, and printer-ready PDF file. Proofs are recommended to ensure ad material is reproduced accurately. PDF files over 10MB may be emailed to: O_P_Alm.2fr6zdiu8j8u.box.com. Please notify Bob Heiman when file has been sent.

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

Display Advertising Dimensions

<table>
<thead>
<tr>
<th>Display Advertising Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
</tr>
<tr>
<td>Live 7.75”x 10.375”</td>
</tr>
<tr>
<td>Trim 8.25”x 10.875”</td>
</tr>
<tr>
<td>Bleed 8.5”x 11.125”</td>
</tr>
<tr>
<td>1/3 Page Sq.</td>
</tr>
<tr>
<td>Live 4.5”x 4.5”</td>
</tr>
</tbody>
</table>

Ship supplied advertising materials to:
Sheridan
Attn: Donna Hendee
Job name: O&P Almanac and issue 89 Lyme Road
Hanover, NH 03755

Contact Bob Heiman for advertising inquiries:
E: bob.rhmedia@comcast.net
Ph: 856-673-4000, Cel: 856-520-9632
AOPAnet.org Digital Media

Reinforce your message with online exposure at AOPAnet.org. The AOPA website has several opportunities for big exposure with your choice of ad banner placement locations.

**Leaderboard Banner Ads**

- **Rate:** $500/month
- **File size:** 728 x 90 pixels
- **GIF/JPG:** 40kb max
- **Specify link to information.**
- **Rotating.** Flash GIF files accepted.

**Banner Placement Options:**
- Coding & Reimbursement
- Legislative/Regulatory
- Members
- Education
  - AOPA Education Calendar
  - Coding & Billing Seminar
  - Webinars
  - Webcasts
  - Online Video Learning Center
  - AOPA 2018 National Assembly

**Square Ads**

- **Rate:** $500/month
- **File size:** 180 x 150 pixels
- **GIF/JPG:** 40kb max
- **Specify link to information.**
- **Rotating.** Flash GIF files accepted.

**Square Ad Placement Options:**
- Homepage, various

**Unique visitors per month:** 40,000+

**Page views**

**Number of monthly visitors:** 13,000+

**Average session duration:** 2 minutes+

The internet influenced sales to the tune of $2.1 trillion in 2016.
Reach your target audience directly with advertising exposure for your company with the AOPA Twice-Monthly Recap Email blast.

**Benefits**
- Unique Exposure for Your Business or Product
- Links Your Banner to Your Website

**Horizontal Banner Ad**

**Rate:** $500/email  
File size: 728 x 90 pixels  
GIF/JPG = 40kb max  
Specify link to information. Can include a headline of 10 words or less, plus 50 words or less of additional text.

**AOPA 365 Mobile App Banner Ad**

**Benefits**
- Reach potential customers around the clock by mobile advertising  
- Links Your Banner to Your Website

**Rate:** $2,000/year  
PNG/JPG = 600kb max (see chart below)  
Specify link to information.

Please provide your Banner Ad in each of the specified operating systems and sizes requested.

<table>
<thead>
<tr>
<th>Ad Specifications</th>
<th>Phone</th>
<th>Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td>iOS</td>
<td>640 x 100 px</td>
<td>1536 x 132 px</td>
</tr>
<tr>
<td>PNG File</td>
<td>2048 x 132 px</td>
<td></td>
</tr>
<tr>
<td>Android</td>
<td>800 x 120 px</td>
<td>1600 x 200 px</td>
</tr>
<tr>
<td>PNG File</td>
<td>1080 x 160 px</td>
<td>2560 x 200 px</td>
</tr>
<tr>
<td>HTML 5</td>
<td>1440 x 160 px</td>
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<tr>
<td>JPG File</td>
<td>480 x 90 px</td>
<td>1920 x 165 px</td>
</tr>
<tr>
<td></td>
<td>2560 x 220 px</td>
<td></td>
</tr>
</tbody>
</table>
Maximize exposure with Email Banner Advertising

Prime advertising exposure for your company with the AOPA Twice-Monthly O&P Almanac Email blast, tentatively scheduled the first and third Tuesdays of the month at 11 a.m.

**Benefits**
- Unique Exposure for Your Business or Product
- Links Your Banner to Your Website

**Square Ad**
- Rate: $500/email
- File size: 180 x 150 pixels
- GIF/JPG = 40kb max
- Specify link to information.

**Horizontal Banner Ad**
- Rate: $500/email
- File size: 728 x 90 pixels
- GIF/JPG = 40kb max
- Specify link to information.

**Distribution:**
- **8,900 emails**

**Open Rate:**
- **19%**

**Click-through Rate:**
- **22%**

Reach the O&P professionals and reinforce your message on the first and third Tuesday each month!
AOPA 2018 National Assembly

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 Annual 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.

Advertise at the premier O&P event in 2018!

AOPA 2018 National Assembly
September 26-29, 2018
Vancouver, BC, Canada
Vancouver Convention Center

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 Passbook
- Meeting attaché bag inserts
- Advertisements in the final program
- And many more!

Boost Your Exposure!
Questions about sponsorships/exposure at the AOPA 2018 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 2-4 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 O&P Almanac is the ONLY O&P magazine to be distributed in this manner. Space is limited, so act quickly!

Ad Closing Deadline: July 31, 2018
Ad Materials Deadline: August 7, 2018
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

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 or other pricing information 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.

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.

AOPA CONTACTS

Non-Product-Specific News Items:
Lauren Anderson
landerson@AOPAnet.org
571/431-0843

Letters to the Editor/Story Ideas:
Josephine Rossi
jrossi@contentcommunicators.com
703/662-5828

Assembly Exhibits & Sponsorships:
Kelly O’Neill, CEM
koneill@AOPAnet.org
571/431-0852

Advertising Information:
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Cherry Hill, NJ 08003
bob.rhmedia@comcast.net
856-673-4000
Cell: 856-520-9632

American Orthotic & Prosthetic Association
330 John Carlyle St., Suite 200  | Alexandria, VA 22314
571/431-0876  | Fax: 571/431-0899
www.AOPAnet.org