



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

2018 Media Solutions

PRINT • DIGITAL • EVENTS

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 or 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 addition to other O&P business professionals that are members of AOPA.



MISSION STATEMENT

Through Advocacy, Research and Education, AOPA Improves Patient Access to Quality Orthotic and Prosthetic Care.

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.

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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.

**89%
Highly Satisfied**

A high level of readers are satisfied with the publication.

**75%
Best Source of Information**

The best source of information on issues with which O&P patient-care facilities deal.

**88%
Significant Member Benefit**

Readers consider the *O&P Almanac* to have key information about the O&P industry.

**73%
Bookshelf Worthy**

Readers refer to previous issues when they need information on a specific topic.

Award-Winning

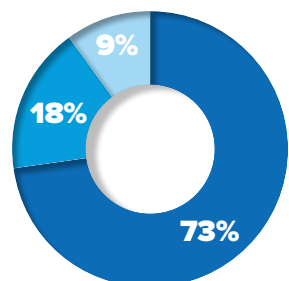
The *O&P Almanac*—a seven time award-winning monthly magazine for the orthotic and prosthetic professions.



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.



▶ Practitioners: Orthotists, Prosthetists, & Pedorthists (8,800)

▶ Orthotist and Prosthetists Assistants, Technicians, & Fitters (2,200)

▶ 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%).

43%
website



40%
digital edition



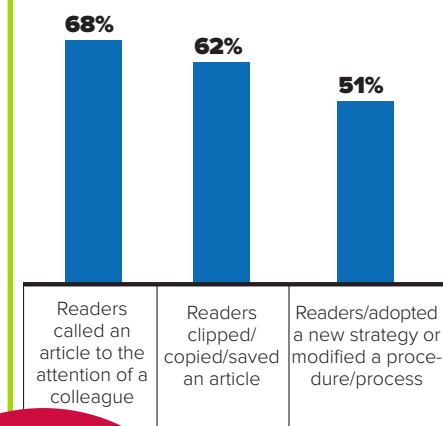
34%
tablet



33%
smart phone



O&P Almanac prompts readers to take action.



More than
12,000
readers
every issue

Get Noticed!

Advertise with the *O&P Almanac*

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.

2018 Issue	Theme	Ad Closing Deadline	Material Deadline	Bonus Distributions*
January	Beyond the Centennial: A New Era of O&P	Dec. 4	Dec. 11	
February	Paralympics Preview: Prepping for PyeongChang	Jan. 2	Jan. 8	AAOP Meeting & Scientific Symposium: February 14-17, New Orleans, LA
March	The 2018 Health-Care Climate: Legislative and Regulatory Updates	Jan. 29	Feb. 5	TAOP: April 12-14, TX NYSAAOP: April 26- 28, Schenectady, NY
April	Pediatric Bracing: Orthotic Care for Children	Feb. 26	Mar. 5	
May	Smart Marketing: Campaigns That Work	Mar. 26	April 2	
June	Young Professionals: The New Generation of O&P Clinicians	April 30	May 7	
July	Senior Care: O&P for Aging Baby Boomers	May 29	June 4	Amputee Coalition National Conference: July 12-14, Tucson, AZ FAOP: July 26th-28th
August	Staffing Up: Hiring and Retention Tips	June 2	July 9	
September	State-Level O&P: A Regional Look at Legislative Activity 2018 National Assembly: Exhibitor & Product Showcase	July 30	August 6	
October	Getting Creative: Startups and New Products	Aug. 13	Aug. 20	+ AOPA 2018 National Assembly: September 26-29, Vancouver, BC, Canada
November	Orthotics: Trends in Bracing	Oct. 1	Oct. 8	
December	International O&P: Advances Across the Globe	Oct. 29	Nov. 5	

*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.

+ Special Distribution

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 CEs

Display Advertising Rates

Rates effective Jan. 1, 2018

Color	1x	3x	6x	12x
Full page	\$ 2,660	\$ 2,565	\$ 2,505	\$ 2,320
2/3 page	2,410	2,315	2,250	2,070
1/2 page	2,300	2,220	2,060	1,920
1/3 page	2,020	1,930	1,875	1,730
1/4 page	1,825	1,775	1,725	1,625

Black & White	1x	3x	6x	12x
Full page	\$ 1,305	\$ 1,255	\$ 1,205	\$ 1,075
2/3 page	1,180	1,135	1,095	1,060
1/2 page	1,060	1,015	1,005	880
1/3 page	1,015	945	885	855
1/4 page	835	815	795	675

Special Advertising Opportunities

Price includes printing and production charges.

Cover Tips

Full page, 4-color ad
(8.25" w x 7"h)
\$12,000

Front Cover Gatefold

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

Bound-in Newsletters

4-full pages, 4-color
(8.25"w x 10.875"h)
\$10,000

Polybag/Ride-Along Pieces

Advertiser supplied materials
\$12,500



Calendar

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

Words

25 or less
26-50
51+

Rate

\$40
\$50
\$2.25 per word

Careers

<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

50 or less
51-75
76-120
121+

Rate

\$140
\$190
\$260
\$2.25 per word

Marketplace

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



Listing

Text with image \$800



Mission:

Educate and inform health professionals that serve the limb loss community and community using orthotic devices.

O&P News Editorial Calendar

2018 Issue	Theme	Ad Closing Deadline	Material Deadline
January	Gait Salvage	Dec. 8	Dec. 14
February	Strategic Business Practices	Jan. 2	Jan. 8
March	New Technologies: OA Bracing and Orthotic Intervention	Jan. 29	Feb. 5
April	Marketing	Feb. 26	Mar. 5
May	O&P care for Diabetes/ Stroke Patients	Mar. 26	April 2
June	Ethical Business Management	April 30	May 7
July		May 29	June 4
August		June 2	July 9
September		July 30	August 6
October		Aug. 13	Aug. 20
November		Oct. 1	Oct. 8
December		Oct. 29	Nov. 5

What's Different Between the O&P Almanac and O&P News?

O&P News targets the extended community of health professionals serving the mobility challenged and is their connection to relevant news from the world of orthotics and prosthetics. In each issue, we will feature clinical insights from top minds in patient care, research summaries, insights from leaders with vast experience in the O&P field to share their wisdom, product news, and more.

As the flagship publication of AOPA, O&P Almanac continues to deliver vital information to AOPA members and the O&P community about the topics relevant to their businesses and the services they provide. We help them advance the mobility needs of their patients with in-depth reporting of current professional, government, business, and reimbursement activities along with meaningful coverage of cutting-edge technologies, advancements in patient care, and analysis from global leaders of the O&P profession.

O&P News 2018 Ad Rates

Display Advertising Rates

Rates effective Jan. 1, 2018

Color	1x	3x	6x	12x
Full page	\$ 2,165	\$ 2,010	\$ 1,775	\$ 1,650
1/2 page	1,520	1,340	1,260	1,135
1/4 page	1,290	1,160	1,080	1,005

Special Offer

For every (three full pages paid at \$2,010) \$6,030 in paid advertising, receive a 2-page sponsored content insertion. If sponsored content runs 3-pages one more placement required.

Two separate 2-pages of sponsored content placement requires a minimum of 6 full pages.

O&P Almanac and O&P News Display Ad Specifications

The *O&P Almanac* and *O&P News* are full color web offset publications 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* and *O&P News* are 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.

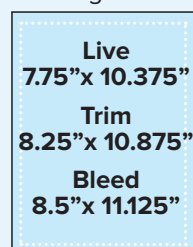
File Transmission and Proofs

Email Lauren Anderson at landerson@AOPAnet.org with company name, file name, publication 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.2fr6zdiu8j@u.box.com. Please notify Bob Heiman when file has been sent.

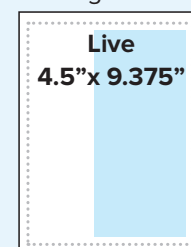
For advertising questions (ads, inserts, outsets, etc), contact Bob Heiman at 856-673-4000 or email bob.rhmedia@comcast.net.

Display Advertising Dimensions

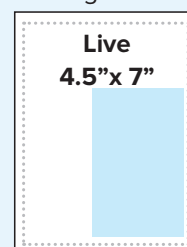
Full Page



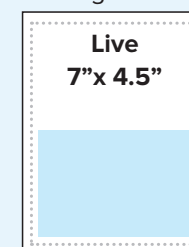
2/3 Page



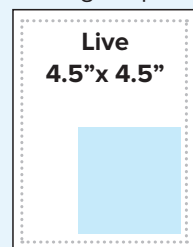
1/2 Page Vert.



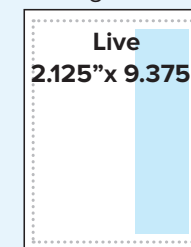
1/2 Page Horiz.



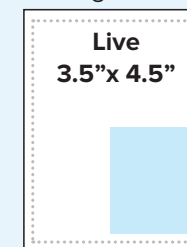
1/3 Page Sq.



1/3 Page Vert.



1/4 Page



Ship supplied advertising materials to:
Sheridan
Attn: Donna Hendee
Job name: *O&P Almanac* and issue
69 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.

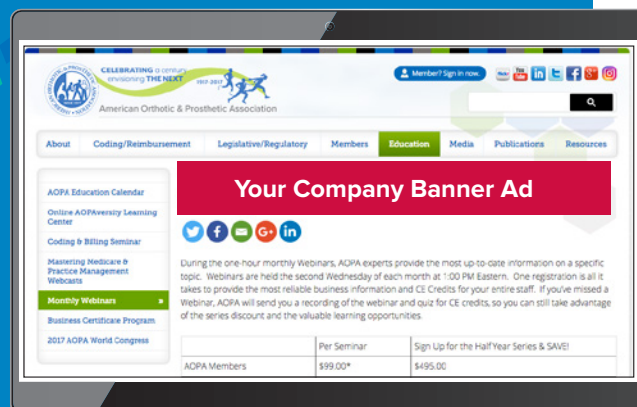
Unique visitors
per month:
40,000+
page views

Number of
monthly visitors:
13,000+

Average session
duration:
2 minutes+

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
Media
Publications
Resources



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

Book now to
reserve your
preferred
placement!



The internet influenced sales to the tune of \$2.1 trillion in 2016.

AOPA Twice-Monthly Recap Email

Reach your target audience directly with advertising exposure for your company with the AOPA Twice-Monthly Recap Email blast.

Benefits

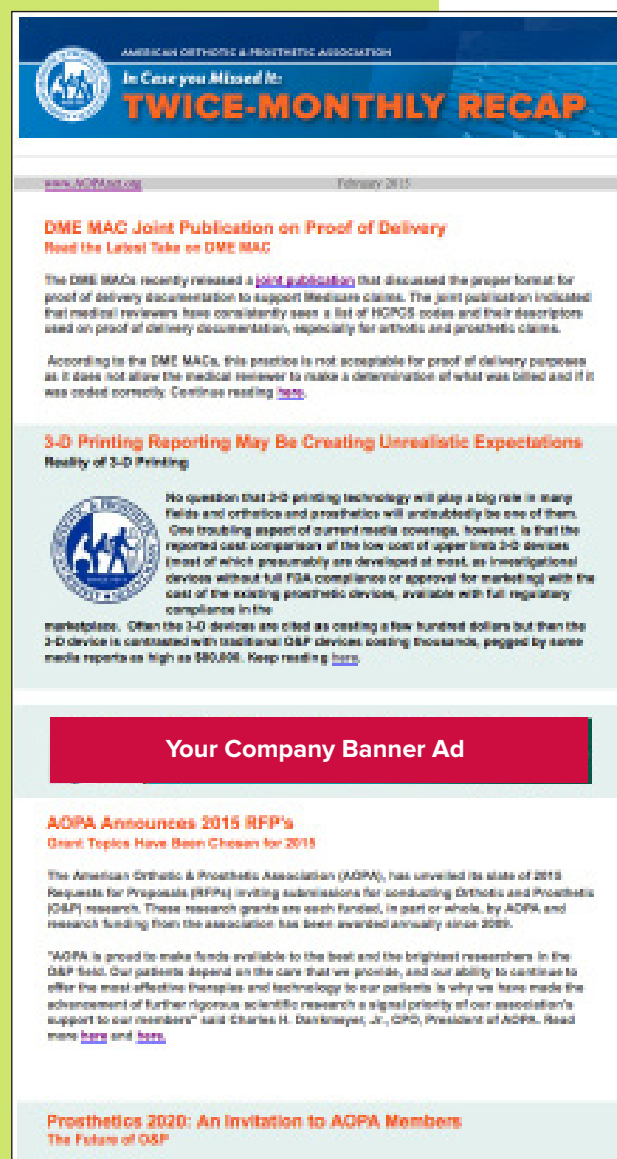
- Unique Exposure for Your Business or Product
- Links Your Banner to Your Website

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.

Distribution:
8,500
 emails

Open Rate:
13%



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.

Ad Specifications	Phone	Tablet
iOS PNG File	640 x 100 px	1536 x 132 px 2048 x 132 px
Android PNG File	800 x 120 px 1080 x 160 px 1440 x 160 px	1600 x 200 px 2560 x 200 px
HTML 5 JPG File	480 x 90 px	1920 x 165 px 2560 x 220 px

AOPA Twice-Monthly O&P Almanac Email

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

Distribution:

8,900
emails

Open Rate:

19%

Click-through
Rate:

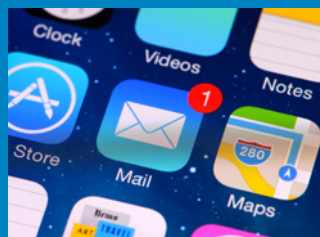
22%

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.



[HOME](#) | [ABOUT](#) | [CONTACT](#)

Eradicate Error Rates

In this month's Reimbursement Page, AOPA's Devon Demard shares the five most common denial reasons during prepayment reviews as reported by the DIME MACS, and explains how you can control or influence these factors to lower overall claim denial and error rates. [Read More](#)

[TAKE THE CLIP NOTICE](#)

Advertisement

PEL RANKED HIGHEST IN CUSTOMER SERVICE

Of course, you already knew that. Results from a recent study have confirmed what most of you already know - when it comes to customer service, people prefer PEL. And we're going to do everything we can to keep it that way.

- Always reliable and timely service
- Easy access to advice for better clinical outcomes
- Innovative solutions for better economic outcomes
- Focused on independent practitioner success

For more information, visit www.aopahealth.com or call 800/311-1204.

Read the rest of the March O&P Almanac now. Find out what practitioners will be talking about when they meet with members of Congress at AOPA's Policy Forum: learn about Medicare beneficiaries who initially receive off-the-shelf braces and subsequently receive custom devices; hear how reimbursement is affecting the O&P profession; get the details on how to submit a proposal to undertake AOPA-funded O&P research; and much more.

Horizontal Banner Ad

IN THIS ISSUE...

- Pre-Tips for Preventing Claim Denials
- Cover Story: Custom and Off-the-Shelf Braces
- O&P Advocates Set to Lobby for Medicare O&P Improvement Act of 2015
- Breaking News: AOPA Sets April Deadlines for Research News
- New O&P Almanac Launching Series: Coaching
- Seeking Your Optimal And more...

COVER STORY

Bracing for Results

Research shows that 19 percent of Medicare beneficiaries who are fit with off-the-shelf orthoses subsequently receive custom devices. Certified orthotists share their own experiences with such patients given the current health-care and reimbursement climates. [Read More](#)

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

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.

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.

AOPA CONTACTS

Non-Product-Specific News Items:

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571/431-0843

Letters to the Editor/Story Ideas:

Josephine Rossi
jrossi@contentcommunicators.com
703/662-5828

Assembly Exhibits & Sponsorships:

Kelly O'Neill, CEM
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571/431-0852
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Cherry Hill, NJ 08003
bob.rhmedia@comcast.net
856-673-4000
Cel: 856-520-9632



American Orthotic & Prosthetic Association

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www.AOPAnet.org

