Find your slice of the $3.5 billion O&P industry.

WE ARE AOPA
ADVOCACY | RESEARCH | EDUCATION

Contact Bob Heiman for advertising inquiries:
Email: bob.rhmedia@comcast.net  |  Phone: 856/673-4000  |  Cell: 856/520-9632

ADVERTISE WITH AOPA!
2020 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 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.

American Orthotic and Prosthetic Association (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:

- New Decade, New Changes for O&P
- Fabrication & C-Fab
- Outcomes
- Pediatrics
- O&P Advocacy
- Paralympics
- Lower Extremity
- VA Research & Modernization
- Outstanding Professionals
- Clinical Discussions
- Communication

72% Loyal Readers
As a result of seeing an ad in the magazine readers 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—an nine 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.

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.

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

Get Noticed!
Advertise with the O&P Almanac

More than 12,000 readers every issue

Conducted by Stratton Research © 2014 by Creative Research Systems
O&P Almanac Editorial Calendar

In 2020, 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>2020 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>The 2020 Super Issue: New Decade, New Changes for O&amp;P</td>
<td>Dec. 2</td>
<td>Dec. 9</td>
<td>Hanger LiVE: Feb. 3-7</td>
</tr>
<tr>
<td>February</td>
<td>Upper Limb Innovation</td>
<td>Jan. 6</td>
<td>Jan. 13</td>
<td>AAOP 2020 Academy Annual Meeting &amp; Scientific Symposium: March 4-7</td>
</tr>
<tr>
<td>March</td>
<td>Fabrication &amp; C-Fab Guide</td>
<td>Feb. 3</td>
<td>Feb. 10</td>
<td></td>
</tr>
<tr>
<td>April</td>
<td>The Outcomes Super Issue</td>
<td>Mar. 2</td>
<td>Mar. 9</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>The Pediatrics Super Issue</td>
<td>April 6</td>
<td>April 13</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>O&amp;P Advocacy in an Election Year</td>
<td>May 4</td>
<td>May 11</td>
<td></td>
</tr>
<tr>
<td>July</td>
<td>Paralympics Preview</td>
<td>June 1</td>
<td>June 8</td>
<td>Amputee Coalition National Conference: Aug. 20-22</td>
</tr>
<tr>
<td>August</td>
<td>Lower Extremity/AOPA 2020 National Assembly Issue &amp; Exhibitor Outsert</td>
<td>July 6</td>
<td>July 13</td>
<td>AOPA 2020 National Assembly: Sept. 9-12</td>
</tr>
<tr>
<td>September</td>
<td>VA Research &amp; Modernization</td>
<td>August 3</td>
<td>August 10</td>
<td></td>
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<tr>
<td>October</td>
<td>Outstanding Professionals</td>
<td>Sept. 7</td>
<td>Sept. 14</td>
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<tr>
<td>November</td>
<td>Best Foot Forward</td>
<td>Oct. 5</td>
<td>Oct. 12</td>
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<tr>
<td>December</td>
<td>The Communications Super Issue</td>
<td>Nov. 2</td>
<td>Nov. 9</td>
<td></td>
</tr>
</tbody>
</table>
O&P Almanac 2020 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 CE credits

Display Advertising Rates
Rates effective Jan. 1, 2020

<table>
<thead>
<tr>
<th>Color</th>
<th>1x</th>
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<th>6x</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>
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<tr>
<td>1/3 page</td>
<td>$ 2,020</td>
<td>$ 1,930</td>
<td>$ 1,875</td>
<td>$ 1,730</td>
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<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>
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<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<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>
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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>
<td>1/3 page</td>
<td>$ 1,015</td>
<td>$ 945</td>
<td>$ 885</td>
<td>$ 855</td>
</tr>
<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

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
Rate
25 or less $40
26-50 $50
51+ $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
Rate
Text with image $800

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
Rate
50 or less $140
51-75 $190
76-120 $260
121+ $2.25 per word

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 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 Bob Heiman at bob.rhmedia@comcast.net with company name, file name, publication name, issue, and printer-ready PDF file. Proofs are recommended to ensure ad material is reproduced accurately.

**Ship supplied advertising materials to:**

Sheridan

Attn: Donna Hendee

Job name: **O&P Almanac** and issue

69 Lyme Road

Hanover, NH 03755

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Contact Bob Heiman for advertising inquiries (about ads, inserts, outsets, etc):

Email: bob.rhmedia@comcast.net

Phone: 856/673-4000, Cell: 856/520-9632
Reinforce your message with online exposure. 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 2020 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 $2.31 trillion in 2017.
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%**

**AOPA 365 Mobile App Banner Advertising**

**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>Operating System</th>
<th>Phone</th>
<th>Tablet</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>iOS</strong></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><strong>Android</strong></td>
<td>800 x 120 px</td>
<td>1600 x 200 px</td>
</tr>
<tr>
<td>PNG File</td>
<td>2560 x 200 px</td>
<td></td>
</tr>
<tr>
<td><strong>HTML 5</strong></td>
<td>480 x 90 px</td>
<td>1920 x 165 px</td>
</tr>
<tr>
<td>JPG File</td>
<td>2560 x 220 px</td>
<td></td>
</tr>
</tbody>
</table>
AOPA 2020 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 2020!

AOPA 2020 National Assembly
September 9-12, 2020
Las Vegas, NV
Mandalay Bay 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 or exposure at the AOPA 2020 National Assembly? Contact Kelly O’Neill, 571/431-0852 or email kelly.oneill@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 6, 2020
Ad Materials Deadline: July 13, 2020
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.