



O&P Almanac Editorial Calendar

In 2022, *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.

[+ Special Distribution](#)

2022 Issue	Theme	Ad Closing Deadline	Material Deadline	Bonus Distributions
January	Managing the New Workforce	Dec. 20	Dec. 27	
February	Winter Paralympics	Jan. 7	Jan. 14	+ 48th Academy Annual Meeting & Scientific Symposium Mar. 2 – 5 
March	Pediatrics	Feb. 4	Feb. 11	
April	AFO Advancements	Mar. 9	Mar. 16	
May	Upper-Limb Care	Apr. 1	Apr. 8	
June/July	Tech Trends	May 18	May 25	
August	State-of-the-Art Facilities	July 1	July 8	
September	Lower-Limb Care	Aug. 2	Aug. 9	+ AOPA 2022 National Assembly: Sept. 28 – Oct. 1 
October	Outstanding Professionals	Sept. 2	Sept. 9	
November/December	Diabetic Foot Management	Oct. 20	Oct. 26	

O&P Almanac 2022 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, 2022

Color	1x	3x	6x	12x
Full page	\$ 2,680	\$ 2,580	\$ 2,525	\$ 2,340
2/3 page	2,430	2,335	2,270	2,090
1/2 page	2,320	2,240	2,080	1,940
1/3 page	2,040	1,950	1,895	1,750
1/4 page	1,845	1,795	1,745	1,645

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

Bound-in Newsletters

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

Front Cover Gatefold

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

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

\$55
\$75
\$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 \$850

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

\$150
\$210
\$295
\$2.25 per word

SPECIALS

1/4 Page ad \$490
1/2 Page ad \$650