

.....:2023

# MEDIA KIT



Contact Bob Heiman for advertising inquiries:  
Email: [bob.rhmedia@comcast.net](mailto:bob.rhmedia@comcast.net) | Phone: 856/520-9632



## Our Vision

A world where orthotic and prosthetic care transforms lives.

## American Orthotic and Prosthetic Association

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.

## Our Mission Statement

A trusted partner, advocating for and serving the orthotic and prosthetic community by:

- Fostering relationships with decision makers to ensure equitable access
- Providing education that promotes professional excellence
- Supporting research that informs innovative care
- Advancing equality to strengthen the orthotic and prosthetic profession and improve the lives of patients.

# 2023 Media Solutions

## 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* news reports 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 20 free continuing education credits every year—a valuable resource for clinicians.

### REACH

AOPA offers a variety of marketing opportunities to almost 9,000 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.



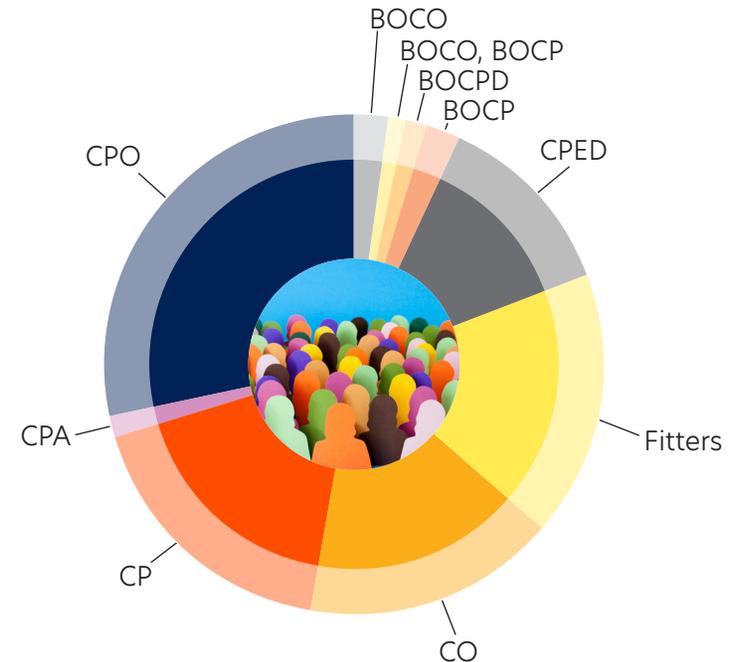
# O&P Almanac

## Readership

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.

## Reader profile

*O&P Almanac* reaches a diverse mix of almost 9,000 patient-care executives and administrators, directly from the ABC, BOC, and AOPA databases.



A high level of readers are satisfied with the publication.

**89%**  
Highly Satisfied

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

**75%**  
Best Source of Information

**88%**  
Significant Member Benefit

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

**72%**  
Loyal Readers

As a result of seeing an ad in the magazine readers have adopted a new product or service in their practice.

## Award-Winning

The *O&P Almanac*—a 10X award-winning magazine for the orthotic and prosthetic professions.



# O&P Almanac

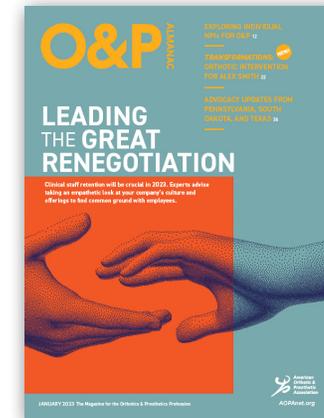
## O&P Almanac 2023 Editorial Calendar

In 2023, 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.

2023 Issue	Theme	Ad Closing Deadline	Material Deadline	Bonus Distributions
January	<b>Workforce Matters</b>	Dec. 16	Dec. 23	<b>49th Academy Annual Meeting &amp; Scientific Symposium</b> March 1-4, 2023
February	<b>Disrupters &amp; Startups</b>	Jan. 13	Jan. 20	
March	<b>The Needs of Female Patients</b>	Feb. 10	Feb. 17	
April	<b>Pediatrics</b>	Mar. 17	Mar. 24	<b>ACPOC 2023 Annual Meeting</b> May 17-20, 2023
May	<b>Mental Health &amp; Mobility</b>	Apr. 12	Apr. 19	
June/July	<b>Advocacy</b>	June 9	June 16	
August	<b>Big Data &amp; Machine Learning</b>	July 14	July 21	<b>AOPA 2023 National Assembly</b> Sept. 6 -9, 2023
September	<b>The Multidisciplinary Team</b>	Aug. 11	Aug. 18	
October	<b>Practice Advice</b>	Sept. 15	Sept. 22	
Nov/Dec	<b>Future Delivery of Care</b>	Nov. 10	Nov. 17	

## Get Noticed!

Advertise with the O&P Almanac.



### Why advertise with the O&P Almanac?

- Support the O&P profession
- Place your ad next to the organization that makes the news: AOPA
- The high-quality content, eligible for CEs
- Valuable exposure!

### Display Advertising Rates

Rates effective Jan. 1, 2023

Ad Size	1x	3x	5x	10x
Full page	\$ 2,760	\$ 2,655	\$ 2,600	\$ 2,410
2/3 page	2,500	2,405	2,335	2,150
1/2 page	2,390	2,305	2,140	1,995
1/3 page	2,100	2,005	1,950	1,800
1/4 page	1,900	1,845	1,795	1,695

## Maximize Your Exposure

### Special Advertising Opportunities

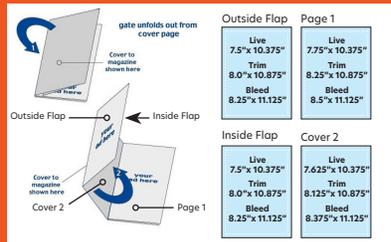
Price includes printing and production charges.

#### Cover Tips

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

#### Gatefold Cover

Gatefold (2 panel), 4-color ad  
(8.25" w x 10.875" h)  
\$15,000

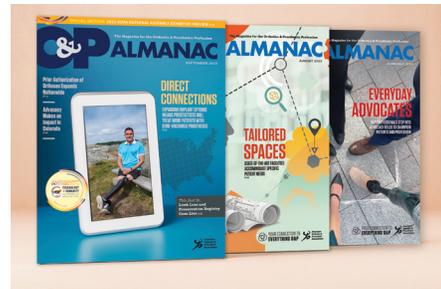


#### Bound-in Newsletters

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

#### Polybag/Ride-Along Pieces

Advertiser supplied materials  
\$12,500



## Marketplace

**Showcase your new products** in this highly read section of the *O&P Almanac* with a banner image (size 3.5625" w x 1.125" h) and 90-word description or provide your own ad design, size 3.5625" w x 3" h.

<b>Listing</b>	<b>Rate</b>
1/6 Page	\$875

## Calendar

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

<b>Words</b>	<b>Rate</b>
25 or less	\$57
26-50	\$78
51+	\$2.30 per word

## 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 available at [AOPAnet.org](http://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 1/4" from the trim. Correctly define color in your digital documents as CMYK. 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%. High resolution continuous tone images (i.e., 4/c seps, halftones) must have a 300 dpi resolution. All line art should be at 800 dpi or higher.

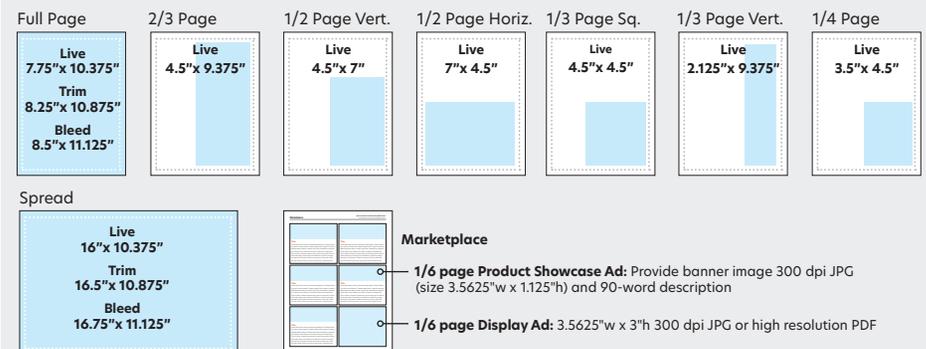
### File Transmission and Proofs

Email Bob Heiman at [bob.rhmedia@comcast.net](mailto: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.

### Contact Bob Heiman for advertising inquiries (ads, inserts, outserts, etc):

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Phone: 856/520-9632

## Display Ad Dimensions



# AOPAnet.org Website

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.

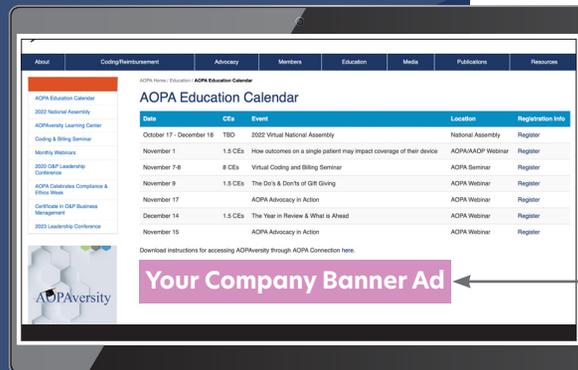
Unique visitors per month:  
**40,000+**  
 page views

Average session duration:  
**2 minutes+**

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

## Banner Placement Options:

- Coding & Reimbursement
- Legislative/Regulatory
- Members
- Education
  - AOPA Education Calendar
  - Coding & Billing Seminar
  - Webinars
  - Webcasts
  - Online Video Learning Center
  - AOPA 2023 National Assembly
- Media
- Publications
- Resources



**Consumers spent \$900 billion more online in 2020.**

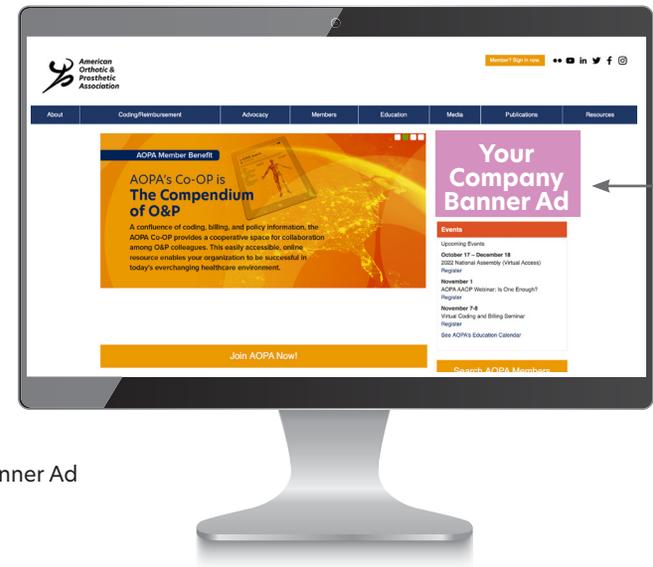
## Square Ads

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

**Reserve your preferred placement now!**



Square Ad

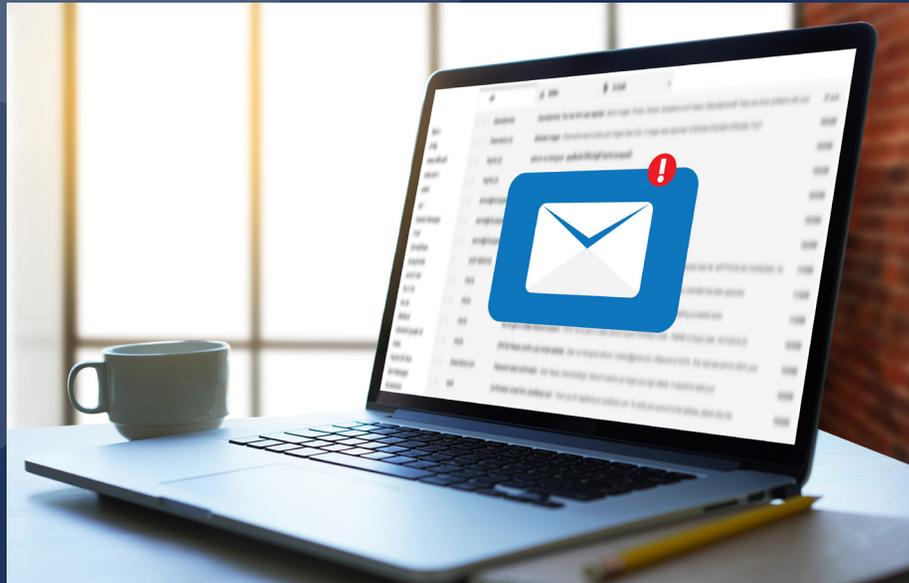
Banner Ad

# AOPA Twice-Monthly O&P Almanac Email

Distribution:  
**8,900**  
emails

Open Rate:  
**19%**

Click-through  
Rate:  
**22%**



## 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

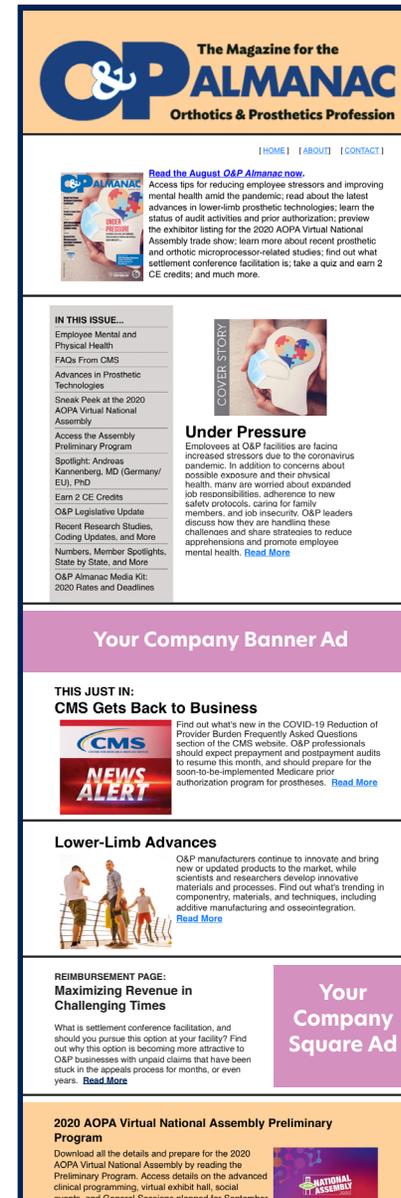
- Unique Exposure for Your Business or Product
- Links Your Banner to Your Website

## Horizontal Banner Ad

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

## Square Ad

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



Banner Ad

Square Ad

# 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.



**American  
Orthotic &  
Prosthetic  
Association**

## American Orthotic & Prosthetic Association

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

## AOPA CONTACTS

### Non-Product-Specific News Items:

Joy Burwell  
jburwell@AOPAnet.org  
571/431-0817

### Letters to the Editor/Story Ideas:

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

## Advertising Information:

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