

# 2024 MEDIA KIT



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## 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.

# 2024 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 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.

### CREDENTIALIALS

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.



## Readership

## Reader profile

A donut chart illustrating the distribution of different types of Fitters. The chart is divided into segments labeled: BOCP, BOCPD, BOCO, BOCO, BOCP, CPED, Fitters, CO, CPA, and CPO. The 'Fitters' segment is the largest, followed by 'CPED' and 'CPA'. The center of the donut chart features a circular inset image of a diverse group of people.

**89%**  
Highly  
Satisfied

**75%**  
Best Source of  
Information

**88%**  
Significant  
Member Benefit

**72%**  
Loyal Readers

## Award-Winning

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



# O&P Almanac

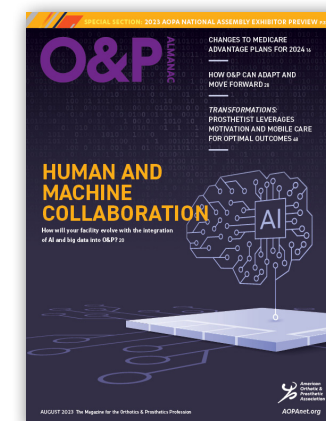
## O&P Almanac 2024 Editorial Calendar

In 2024, 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.

2024 Issue	Theme	Ad Closing Deadline	Material Deadline	Bonus Distributions
January	<b>The Future-Focused Leader</b>	Dec. 12	Dec. 22	
February	<b>Bridging the Worker Gap</b>	Jan. 12	Jan. 19	50th Academy Annual Meeting & Scientific Symposium March 6-9, 2024   Chicago
March	<b>Scoliosis Care</b>	Feb. 16	Feb. 23	ACPOC 2024 Annual Meeting April 24-27, 2024   Denver
April	<b>The Business of Upper-Limb Care</b>	Mar. 15	Mar. 22	
May	<b>Advancements at the State Level</b>	April 12	April 19	
June/July	<b>AI, Predictive Healthcare &amp; Ethics</b>	May 31	June 7	2024 AOPA National Assembly Preview
August	<b>2024 Paralympic Games/2024 AOPA National Assembly Show Issue</b>	July 19	July 26	AOPA 2024 National Assembly Sept. 12-15, 2024   Charlotte
September	<b>Real-World Lessons on OMs &amp; Data Collection</b>	Aug. 23	Aug. 30	
October	<b>Mastectomy &amp; Lymphedema Care</b>	Sept. 13	Sept. 20	
Nov/Dec	<b>OI Updates</b>	Nov. 8	Nov. 15	

## 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, 2024

Ad Size	1x	3x	5x	10x
Full page	\$ 2,840	\$ 2,795	\$ 2,680	\$ 2,480
2/3 page	2,575	2,475	2,405	2,215
1/2 page	2,460	2,375	2,205	2,055
1/3 page	2,160	2,065	2,010	1,855
1/4 page	1,960	1,900	1,850	1,745

## Maximize Your Exposure

### Special Advertising Opportunities

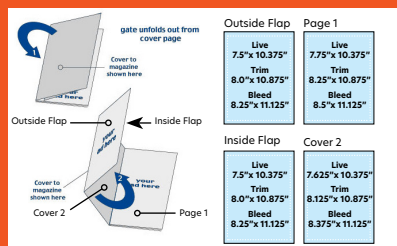
Price includes printing and production charges.

#### Cover Tips

Full page, 4-color ad  
(8.25" w x 7"h)  
\$12,360

#### Gatefold Cover

Gatefold (2 panel), 4-color ad  
(8.25" w x 10.875" h)  
\$15,450



#### Bound-in Newsletters

4-full pages, 4-color  
(8.25" w x 10.875" h)  
\$10,300

#### Polybag/Ride-Along Pieces

Advertiser supplied materials  
\$12,875



## 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.

**Listing**      **Rate**  
1/6 Page      \$905

## Calendar

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

**Words**      **Rate**  
25 or less      \$60  
26-50      \$85  
51+      \$2.40 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

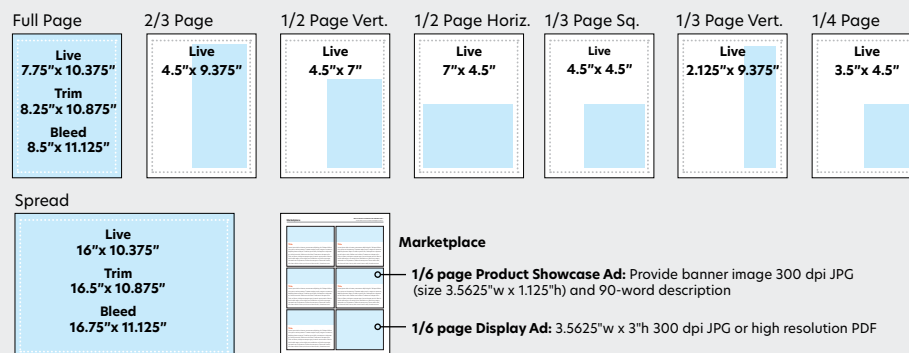
reproduction, the maximum densities on your 4/c separations should not exceed 300%, with only one color reading 100%. High resolution continuous tone images (i.e., 4/c seps, halftones) must have a 300 dpi resolution. All line art should be at 800 dpi or higher.

### 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.

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### 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.

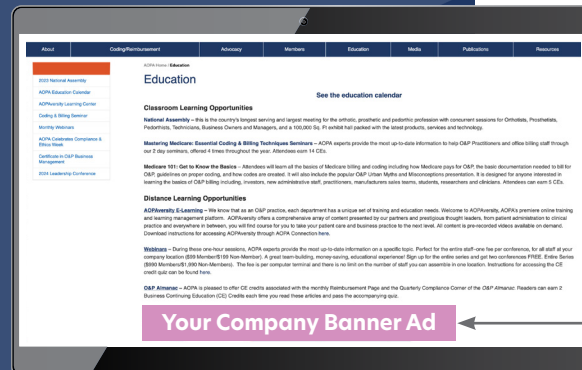
Unique visitors per month:  
**40,000+**  
page views

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 2024 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!





# AOPA 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 *O&P Almanac* Email blast delivered  
each month throughout 2024.

### 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 clickthrough link**  
**Limit:** 3 banners per email

**O&P**  
ALMANAC  
The Magazine for the Orthotics & Prosthetics



### Highlights from our latest issue

Dear readers,

It's been nearly three weeks since the 2023 AOPA National Assembly. For those of you who attended the conference, we hope that you returned from Indianapolis with new perspectives and insights for the benefit of yourself, your team, and your patients. Didn't make it to Indy? Not a problem. Our photo feature this month offers a glimpse of what went on and some highlights of popular sessions and activities. Even better, you still have time to register and access the educational content—and earn up to 70 CE credits—from the Assembly virtually at [AOPAassembly.org](https://AOPAassembly.org).

Thanks for reading this issue,

Josephine Rossi, editor

### Your Company Banner Ad

← Banner Ad



#### COVER STORY Team O&P

Modern collaborative care means partnering with a wider variety of allied healthcare professionals - whether you work in a hospital setting or in private practice.

[READ](#)



#### TRANSFORMATIONS Exceeding the Benchmarks

Find out which strategies worked best for a New York prosthetist when treating an ambitious patient with quadrilateral limb loss.

[READ](#)



#### REIMBURSEMENT PAGE Clinical Interpretation

What accommodations are required when treating deaf or hard-of-hearing patients? Learn what the ADA says.

[READ](#)



#### VIEWS FROM AOPA LEADERSHIP What Will You Do With Your Minutes?

AOPA President Teri Kuffel, JD, recaps how AOPA has used its minutes wisely this past year.

[READ](#)

# 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

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