

# The O&P **EDGE**

Classified & Calendar  
2012 Media Guide



Celebrating 10 Years of Excellence



# Celebrating a Decade of Excellence

## All About the Numbers...

*The O&P*  
**EDGE**

**13,985** copies circulated monthly.

**85%** of our circulation is mailed directly to practitioners and industry professionals—*more than any other O&P magazine.*

**100%** confirmed subscription rate.

**7 to 1** preferred by industry professionals over other industry publications.



**58,000** Visits: The average number of people who go to oandp.com per month.

**16,000** Classified visits: The average number of people who go to the oandp.com classifieds section per month.

**#3** Third most visited page on oandp.com: [www.oandp.com/classifieds](http://www.oandp.com/classifieds) after the home page and PECOS.

## **EDGE** Direct

- Reach a wide audience of potential job seekers.
- More than 12,000 Internet subscribers; growing daily.
- E-mailed mid-month.



## Tap into Our High-Quality Readership & Decision Makers

We are pleased to report an unparalleled 100-percent confirmed subscription rate. The people who receive *The O&P EDGE* want to receive it.

### Personal Service and Added Value

- Competitive prices.
- Single point of contact.
- Free ad placement on oandp.com with paid print ads.
- Monthly hiring tips and techniques with your monthly deadline reminders.
- No hidden fees.

# The O&P **EDGE** 2012 Advertising Solutions

Contact:

Anita Ramich

Telephone: 303.255.0843

E-mail: [anita@opedge.com](mailto:anita@opedge.com)

Fax: 303.255.0844

## Classified Ads

[www.oandp.com/classifieds](http://www.oandp.com/classifieds)

\$150 per month	50 or fewer words
\$190 per month	51–75 words
\$240 per month	76–120 words
\$350 per month	121–150 words
\$450 per month	151–200 words
\$550 per month	201–250 words
\$600 per month	1/4 page Color/BW
\$825 per month	1/2 page Color/BW
\$50 per 30 days	Online only
\$60 per 30 days	Online only w/logo

### Optional add-ons to rates listed above

- \$20 blind-box fee
- 20% color-logo charge

### Classified and calendar boxed ad specifications

1/2-page horizontal	7.125" wide x 5" tall
1/2-page vertical	3.5" wide x 9.875" tall
1/4 page	3.5" wide x 5" tall

### EDGE Direct

Have your paid ad included in *EDGE Direct*, the monthly e-newsletter companion to *The O&P EDGE*, for just \$40.

## Calendar Ads

[www.oandp.com/calendar](http://www.oandp.com/calendar)

\$40 per insertion	Up to 30-word description
\$50 per insertion	31–40 word description
\$60 per insertion	41–50 word description
Boxed color calendar ads	Display ad rates apply

Online-only calendar ads are 50% of print costs above.

**Color logo:** Add \$10 to rate listed above.

**FREE** online placement with paid print classified and calendar ads during the month your ad appears in print. Your logo is also placed online at no extra charge when your classified or calendar ad runs in print with a logo.

Classified and calendar ads must be prepaid by credit card or U.S.-issued check.

### Commissions and discounts on display ads only.

Recognized agency commission is 15 percent of gross billing on space, provided the account is paid within 30 days of invoice date. After 30 days, gross billing is due in full. Mechanical preparation charges, calendar ads, classified ads, and inserts are non-commissionable. **(Insertion orders MUST be signed and may not be canceled without a 30-day written notice to the publisher prior to the closing date.)**

## Classified & Calendar Ads Closing Dates

Issue Date	Meeting Circulation	Space/Materials Deadline
January	PacRim 2012	December 6
February	Hanger Ed Fair, PrimeFare West	January 5
March	Academy Annual Meeting	February 7
April	ACPOC Annual Meeting	March 6
May	ORTHOPÄDIE + REHA-TECHNIK	April 5
June	PrimeFare East	May 8
July		June 5
August	FAOP Annual Meeting	July 9
September	AOPA National Assembly	August 7
October	CAF Triathlon	August 31
November	PFA Annual Symposium	October 9
December	DS/USA The Hartford Ski Spectacular	November 6

**2012 INSERTION ORDER**  
**Classifieds ■ Calendar**

*This completed insertion order must be returned before your ad is posted online and placed in the next available print issue.*

**Ad type(s)** (check all that apply):  Classified  Calendar  **EDGE Direct** with paid classified ad

**Classified ads and calendar listings—reserve space in the following issue(s):**  **Run until further notice**

- January  February  March  April  May  June  
 July  August  September  October  November  December

**Add classified ad to *EDGE Direct* for the following month(s):** \_\_\_\_\_

**Classified ad size:**  50 words or less  51–75 words  76–120 words  121–150 words  Display

Online only  Include logo:  Yes  No

Ad materials:  New \_\_\_\_\_  Pick-up \_\_\_\_\_  
Headline or reference Headline or reference

**Calendar ad size:**  30 words or less  31–40 words  41–50 words  Include logo:  Yes  No

Send ad copy in Microsoft Word format; send display ads as PDF files.

*Please add special instructions in box below.*

**BUSINESS CONTACT INFORMATION**

Company name: \_\_\_\_\_  
 Contact name/title: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Business EIN#: \_\_\_\_\_

**FORM OF PAYMENT**

Credit card (check one):  Visa  MasterCard PO# (if applicable): \_\_\_\_\_  
 Credit card number: \_\_\_\_\_ Exp. date: \_\_\_\_\_  
 Name on card: \_\_\_\_\_

**AGREEMENT**

- This insertion order confirms that I have authorized the purchase of advertising space as described above. I understand that this must be signed and returned before the closing date.
- All invoices are to be paid within 30 days of the invoice date. U.S. funds only.
- I authorize Western Media LLC to process payment against the above credit card, if provided.
- Cancellation of all ads/contracts requires a 60-day written notice.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*(To be completed by The EDGE Media Group)*

Print: \_\_\_\_\_

Online: \_\_\_\_\_

Logo: \_\_\_\_\_