

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.

Ad rates, ad descriptions, and closing dates located on page 2.

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: _____

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

Contact:

Anita Ramich
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Classified Ads

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

\$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