EDGE QUICK CREDIT

INTERACTIVE ADVERTISING

The EDGE Media Group/Western Media LLC
11154 Huron Street, Suite 104 • Northglenn, CO 80234
Phone: 303.255.0843 • Fax: 303.255.0844
E-mail: sales@opedge.com

EDGE Quick Credit (EQC) is a simple way to offer and market one- to two-credit continuing education courses (CEUs) about the products you advertise in *The O&P EDGE*. Know that the clients you are trying to reach are benefiting from your course by obtaining CEUs.

HOW IT WORKS:

- Purchase the EDGE Quick Credit (EQC) logo and send in your continuing education course material along with your completed EQC submission form to *The O&P EDGE*. We facilitate the ABC and BOC course approval process and course placement on the Academy's Online Learning Center (OLC).
- EQC courses will be marketed directly to 16,000 subscribers through your print advertisement in *The O&P EDGE*, as well as bonus promotion in our Calendar, Advertisers' Index, and online at oandp.com. The course will run for a 90-day period on the Academy's OLC page under EDGE Quick Credit.
- Hot lead information will be delivered to you within 24 hours of course completion so you can follow up with the practitioners who passed your course.

MINIMUM COURSE CONTENT REQUIREMENTS:

- Educational/instructional text (1,500 words minimum) in Microsoft Word document format (.doc or .docx), PowerPoint, or video format (30–60 minutes).
- Include title of the course and author(s) name with credentials.
- Photos, charts, and graphs are highly recommended.
- A minimum of 10 multiple-choice exam questions. Must include answer key.
- Optional survey to be completed after course quiz with a maximum of 10 questions.

(Note: Educational/instructional text cannot contain promotional language/verbiage or company logos)

Contact Kim Espinosa or Claire Koren to get started.

E-mail: sales@opedge.com

Phone: 303.255.0843

www.oandp.org/olc/eqc

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2016 EDGE QUICK CREDIT INSERTION ORDER

Reserve space in the following issue(s):
(Material Due Date)

❑ January **(10/1)** ❑ February **(11/1)** ❑ March **(12/1)** ❑ April **(1/1)** ❑ May **(2/1)** ❑ June **(3/1)**
❑ July **(4/1)** ❑ August **(5/1)** ❑ September **(6/1)** ❑ October **(7/1)** ❑ November **(8/1)** ❑ December **9/1)**

Ad size: ❑ Full page ❑ Half page *All ads are printed in 4-color.

Ad materials: ❑ New _____ ❑ Pick-up _____
name or reference *name or reference*

PRICING

$400 for initial placement of EDGE Quick Credit logo and course URL on your display ad.
1.0-credit: $20 per course completion*
1.5-credits: $30 per course completion*
2.0-credits: $40 per course completion* *billed quarterly

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: _____ CVC No: _____
The last three digits on the back of the card..

AGREEMENT

1. 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 and that my ad will not run until I receive confirmation that this form was received.
2. All invoices are to be paid within 30 days of the invoice date. U.S. funds only.
3. I authorize Western Media LLC to process payment against the above credit card, if provided.
4. Cancellation of all ads/contracts requires a 60-day written notice.
5. I authorize Western Media LLC to bill my credit card quarterly for course completions.

Signature: _____ Date: _____

Submit Form