



## Print Terms

**Effective Rate Date:** January 2012 for all advertisements.

**Frequency:** 12 times per year, 1<sup>st</sup> week of each month.

**Commissions and Discounts:** 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, showcase ads, calendar ads, classified ads, and inserts are non-commissionable. **(Contracts MUST be signed to receive any discounts and may not be canceled without a 60-day written notice to the publisher prior to the closing date.)**

**Payment Requirements:** 30 days net from invoice date. 1.5 percent interest per month on past-due accounts. Advertiser is responsible for any delinquent payments by recognized agencies.

**Extensions:** If an extension date for material is agreed upon and material is not received, the advertiser will be charged for space reserved and the most recent ad of the same size placed by the advertiser will be picked up to fill the space.

**Cancellations:** All cancellations must be made in writing 60 days prior to the closing date. If an ad is canceled for any reason, the publisher reserves the right to repeat a prior ad at the contracted rate. If an advertiser has not previously run an advertisement, the advertiser will be charged the contracted rate for a non-run ad.

**Positions and Changes:** *The O&P EDGE* will make every attempt to honor ad position requests but reserves the right to adjust positions should layout or production conflicts arise. Under no circumstances will changes be made by the publisher to the content or design of any advertisement without written consent from the advertiser.

## Print Mechanical Requirements

**Digital File Requirements:** *The O&P EDGE* is produced in Adobe InDesign; however, files from QuarkXPress, Adobe Illustrator, and Adobe Photoshop are also accepted. Include all fonts (both screen and printer fonts) and all linked image files with the source documents. Images must be SWOP (CMYK or gray scale) minimum of 300 dpi.

Ad files may be saved as JPEG, TIFF, or EPS files or exported as high/press-resolution PDF files if all fonts and images are embedded. Instructions for creating PDF files from standard software applications compliant with our printer are available upon request.

**Proof:** All digital files must be submitted with either a black-and-white or color proof as appropriate. PDF files may also be used as a proof. **(*The O&P EDGE* will not be held responsible for output errors without a proof.)**

**Specifications:** *The O&P EDGE* is saddle-stitched and printed on 60–80# coated paper stock direct-to-plate on a full-web press with 150-line screen in 4-color. **The trim size is 8.25" x 10.875". Bleeds of .25"** are required by printer. Keep text inside live area (inside trim by a minimum of .25" on all sides).

**Delivery Instructions:** Ad files may be e-mailed or placed on our ftp site:

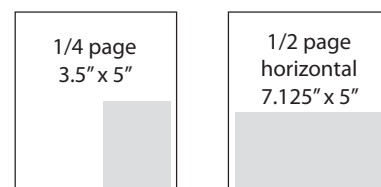
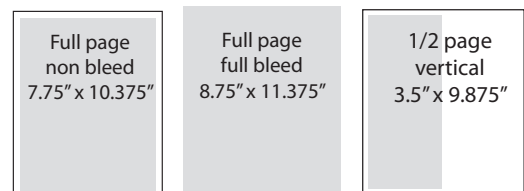
ftp.westernmediallc.com  
user name: advertiser  
password: upload

Questions and ad materials should be sent to:

Kim Espinosa, Sales & Marketing Manager  
Phone: 303.255.0843; Fax: 303.255.0844  
E-mail: kim@opedge.com

Ad Sizes	No Bleed	Full Bleed
2-page spread	16" x 10.375"	17" x 11.375"
Full page	7.75" x 10.375"	8.75" x 11.375"
1/2 page horizontal	7.125" x 5"	
1/2 page vertical	3.5" x 9.875"	
1/4 page	3.5" x 5"	

**The trim size is 8.25" x 10.875".**



## Closing Dates

Issue Date	Meeting Circulation	Deadlines Showcase/Display	
January	PacRim 2012	12/02	12/06
February	Hanger Ed Fair, PrimeFare West	1/03	1/05
March	Academy Annual Meeting	2/03	2/07
April	ACPOC Annual Meeting	3/02	3/06
May	ORTHOPÄDIE + REHA-TECHNIK	4/03	4/05
June	PrimeFare East	5/04	5/08
July		6/01	6/05
August	FAOP Annual Meeting	7/06	7/09
September	AOPA National Assembly	8/03	8/07
October		8/29	8/31
November	PFA Annual Symposium	10/05	10/09
December	DS/USA The Hartford Ski Spectacular	11/02	11/06