

2017 Rate Card

Print

RATES

1. Black-and-white rates (NET):

Frequency	Full page	1/2 Page	1/4 Page
1x	\$1,865	\$1,000	\$705
3x	1,710	900	650
6x	1,515	810	560
12x	1,240	705	500
18x	1,020	650	430
24x	840	590	370

Four color rates (NET):

Frequency	Full page	1/2 Page	1/4 Page
1x	\$2,165	\$1,520	\$1,290
3x	2,010	1,340	1,160
6x	1,775	1,260	1,080
12x	1,650	1,135	1,005
18x	1,495	1,055	900
24x	1,315	980	775
36x	1,135	875	720
48x	980	775	645
60x	850	695	565
72x	775	540	490

2. Earned Rates:

- All prices reflect net payment due.
- Earned rates are given to advertisers (parent company and its subsidiaries) based on the total number of pages placed within the 2017 calendar year. Fractional pages count as single pages and each page of an insert counts as one page.
- Cash discount:** Two percent if paid within ten days of invoice date. No discount allowed after this period.

3. Bleed: No charge

4. Covers, Positions:

Additional premium charges added to space rates:

Premium Positions	
Cover 4	\$560
Cover 2	400
Cover 3	215
Page 5	165
Page 7	165
Page 9	165
Center Spread	325

Cash Discount: 2% if paid with 10 days of invoice date

- Online Advertising Rates:** Please contact your sales representative for more information.
- Recruitment/Classified Rates:** Please contact the sales representative at slack@kerhgroup.com. Toll Free: 855-233-8100. Phone: 484-362-2365.

DISCOUNTS

- Combined Earned Frequency:** All insertions of a parent company and its subsidiaries are combined to determine the earned rate. Advertisers may combine space units run in all SLACK publications to achieve maximum rate frequency.
- New Advertiser Discount Program:** New Advertisers who have not placed an ad in O&P NEWS within the last 12 months will earn a 5% discount when committing to a 3 issue ad campaign with a minimum half page four color ad unit.
- Orthopedics Combination Discount:** Commit to 6 ads in O&P NEWS, get 1 free in ORTHOPEDICS of the same or smaller ad unit. With your 6-issue campaign in O&P NEWS, receive a free ad in ORTHOPEDICS and reach more than 27,000 orthopedic surgeons throughout the U.S. Minimum ad size: 1/2 page.
- SLACK Corporate Discount:** Take advantage of SLACK's advertising, custom publishing, event management, and other marketing services in 2017 and earn valuable discounts in 2018. Spend levels achieved in the year 2017 will determine your Corporate Discount savings in 2018 based on a total net spend.

Circulation: **11,000**

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Advertising Office: SLACK Incorporated

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ISSUANCE AND CLOSING

1. **Established:** January 15, 1991
2. **Frequency:** 12 times per year
3. **Issue Dates:** Monthly
4. **Mailing Dates & Class:** Mails within the issue month; Periodical Class.
5. **Extensions and Cancellations:**
 - a) **Extensions:** If an extension date for material is agreed upon and material is not received by the Publisher on the agreed date, the advertiser will be charged for the space reserved.
 - b) **Cancellations:** If, for any reason, an advertisement is canceled after the closing date, the Publisher reserves the right to repeat a former ad at full rates. If the advertiser has not previously run an ad, the advertiser will be charged for the cost of space reserved. Neither the advertiser nor its agency may cancel advertising after the closing date.

EDITORIAL

1. **General Editorial Direction:** O&P NEWS strives to be the definitive information source for orthotic, prosthetic, pedorthic and affiliate professionals by delivering timely, accurate, authoritative and balanced reports on business topics, clinical issues, reimbursement, governmental rulings, significant industry developments, as well as presenting clinically relevant information for the benefit of the patient.
2. **Average Issue Projection:**
 - a) Average Number of Articles per Issue: 12
 - b) Average Article Length: 700 words
 - c) Editorial Sections/Columns:

• Association News	• Practice Matters
• Health Care Updates	• Clinical News
• Business News	• Rebuilding Lives
• Marketing with Mansfield	• Field Facts
• Calendar of Events	• Tech Views
• Pediatric Portal	• Foot Traffic
• Chronicles	• Washington Update
• Pioneers	• 5 Questions with O&P NEWS
3. **Origin of Editorial:**
 - a) Source: Articles or abstracts from meetings or other publications
 - b) Staff written: Yes
 - c) Solicited: Yes
 - d) Submitted: Yes

CIRCULATION

1. **Description of Circulation Parameters:**
 - a) **Practitioners:** Certified Orthotists, Certified Prosthetists, Certified Prosthetists/Orthotists, Certified Pedorthists, Mastectomy Fitters, Orthotic/Prosthetic Technicians, Orthotic/Prosthetic Assistants, Facility Owners, Business Managers and Physicians.
 - b) **Other professional activity:** O&P Educational Institutions, Libraries
2. **Circulation Distribution:**
 - a) **Direct Request:** 100%
 - b) **Paid Information:** N/A
 - c) **Subscription Rates:** \$178 per year individual; Canada: add 5% GST; Outside the U.S.: add \$109 per year.
3. **Circulation Verification:**
 - a) **Audit:** Publisher's Sworn Statement, June 2016
 - b) **Requestor Requalification:** 3 years
 - c) **Mail House:** Publishers Press
4. **Estimated total circulation for 2017:** 11,000

GENERAL INFORMATION

1. **Requirements for Advertising Acceptance:** Advertisements for professional and non-professional products or services are accepted provided they are in harmony with the policy of service to the health care profession and subject to Publisher's approval. Non-professional product and service advertisers must submit ad copy two weeks prior to closing date.
2. **Editorial Research:** Yes
3. **Ad Format and Placement Policy:** Interspersed within articles
4. **Ad/Edit Information:** 50/50 Ad/Edit Ratio
5. **Value-Added Services:**
 - a) **Industry Announcement Listings:** Companies are eligible for one complimentary product/service listing for each full-page, four-color advertisement published in the same issue. \$310 for all other advertisers. Insertion order and materials are due by the space closing date for the selected issue. Please contact Michael Burton, Director, Sales and Business Development, at mburton@slackinc.com for complete guidelines and instructions for submission.

- b) **Bonus distribution:**
 - Hanger Education Fair
 - American Academy of Orthotists and Prosthetists (AAOP)
 - Association of Children's Prosthetic-Orthotic Clinics (ACPOC)
 - International African American Prosthetic and Orthotic Coalition (IAAPOC)
 - American Orthotic and Prosthetic Association (AOPA)
 - c) **Other:** Advertiser Index
6. **Reprints:** email: reprints@healio.com.
 7. **Additional Advertising Opportunities:**
 - a) **BRC inserts:** See 5b under Insert Information on page 10 for specifications.

INSERT INFORMATION

- Availability and Acceptance:**
 - Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.
 - Acceptance:** A sample of the insert must be submitted to the Publisher for approval.
- Insert Charges:** Furnished inserts billed at black-and-white space rate at frequency earned on a page-for-page basis, plus a \$250 non-commissionable tip-in charge.
- Sizes and Specifications:** All inserts must be full size, supplied untrimmed, printed, folded (except single leaf), and ready for tipping/binding. Varnished inserts are acceptable at the Publisher's discretion. Inserts are jogged to foot.

No. of Pages	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
2 page (one leaf)	80# coated text	70# coated text	.004"
4, 6, 8 page	70# coated text	60# coated text	.004"

- Trimming:** Supply size: 8¼" x 11½". Trim size 8⅝" x 10⅞". Trimming of oversized inserts will be charged at cost. Keep live matter ¼" from trim edges and ⅜" from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim ⅛".
- BRCs:**
 - Pricing:** Contact your sales representative for prices. Non-commissionable.
 - BRC Specifications:** 3½" x 5" minimum to 4¼" x 6" maximum; perforated with ½" lip (from perforation) for tipping/binding. Add ⅛" for foot trim. Cardstock minimum: 75 lb. bulk or higher.
- Quantity:** Full run — 13,000 (estimated). Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.
- Shipping:** Carton packing required with publication name, issue date, and insert quantity clearly marked. Inserts shipped in e-containers cannot be verified and SLACK will not be responsible for shortages on press.

AD SPECIFICATIONS

1. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Bleed sizes*:	
	Width	Height	Width	Height
Full Page Spread	15¾" x 10⅞"		16½" x 11⅝"	
Full Page	7⅝" x 10⅞"		8⅝" x 11⅝"	
½ Page Horizontal	7⅝" x 5"		8⅝" x 5½"	
½ Page Vertical	3⅝" x 10⅞"		4⅝" x 11⅝"	
¼ Page	3⅝" x 5"			

*Bleed ads use non-bleed size for live area.

- Trim size of journal:** 8⅝" x 10⅞"
 - To view thumbnails of ads specs, visit Healio.com/slackadspecs.
- Paper Stock:**
 - Inside pages:** 45 lb. gloss
 - Covers:** 100 lb. gloss
 - Type of Binding:** Saddle stitch or Perfect bound
 - Ad Specifications:** For specifications go to healio.com/slackadspecs.

Color Proofs: One proof made from supplied files and meeting SWOP specifications, must be provided with data file. Proof must be at 100% of the print size. Publisher accepts Kodak approvals, Matchprints, Chromalins, High-end Epson Quality or Iris Digital proofs.

If only color lasers are furnished, color match on press cannot be guaranteed.

Note: Spread ads should be sent as a one-page file.

Media: CDs and DVDs. Ads will not be accepted via email. FTP site also available.
 - Disposition of Digital Materials:** Ad materials will be held one year from date of last insertion and then destroyed unless notified otherwise in writing.

CONTACT INFORMATION

Insertion Orders and Ad Materials:

Send product insertion orders and ad materials to:

Joyce Seville
Sales Administrator
O&P NEWS
c/o SLACK Incorporated
6900 Grove Road
Thorofare, NJ 08086-9447
jseville@slackinc.com
856-848-1000 x475
Fax: 856-848-6091

NEW SHIPPING ADDRESS FOR 2017

Send inserts to:
Kathy Duvall
O&P NEWS
Publishers Press, Inc.
13487 S. Preston Highway
Lebanon Junction, KY 40150-8218

TERMS AND CONDITIONS

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