media kit

AAOP Podcast Network

sponsorship opportunities
meet the host

Steven A. Gard, PhD, *JPO*
editor-in-chief, is the executive director of the Northwestern University Prosthetics-Orthotics Center for Education & Research, Chicago, Illinois. He is on the faculty of the Northwestern University Department of Physical Medicine & Rehabilitation, the Feinberg School of Medicine, and the Department of Biomedical Engineering, McCormick School of Engineering and Applied Science.

the show

Join Dr. Steve Gard, Editor-in-Chief of the *Journal of Prosthetics and Orthotics (JPO)* as he meets one-on-one with the author of a featured article to extract the take away points of the research conducted. These 30 minute podcasts provide O&P clinicians and rehab specialists with actionable knowledge that may be implemented in practice. This podcast is intended for any and all involved with O&P patient care.
meet the host

Seth O’ Brien, CP, FAAOP(D) is the Clinical Manager and Residency Director at Artificial Limb Specialists in Phoenix, Arizona. Seth is heavily involved in aspects of the profession beyond clinical practice. He is adjunct faculty at Franklin Pierce University (Doctor of Physical Therapy Program), hosts a rotation for physiatrist residents, is a Certified Peer Visitor for the Amputee Coalition of America, and has contributed to numerous research studies and publications and the Academy’s Online Learning Center.

the show

O&P Clinical Care Insiders, hosted by Seth O’Brien, CP, FAAOP(D), dissects clinical care topics with leaders of the American Academy of Orthotists and Prosthetists Scientific Societies and the O&P profession. During these half-hour sessions, guests will discuss their area of clinical care and share personal experiences as professionals in that specialty and beyond. This conversational podcast offers a relaxed journey into the professional lives of those that focus on a specific area of O&P patient care.
O&P Rising is hosted by a diverse group of rising professionals in the O&P space - each bringing their own unique view of our industry. Join us each month as a new host engages in conversations with seasoned O&P professionals about their life and work.

**the show**

**O&P Rising**, hosted by rising O&P professionals, offers candid insights from seasoned O&P professionals on topics that are relevant to those interested in starting out on the right foot when it comes to a career in O&P. During these half-hour sessions, students, residents, and newly certified practitioners will speak with established O&P professionals to get their take on what worked well for them.
Series within the AAOP Podcast Network are promoted to over 6,500 orthotic and prosthetic professionals including students, residents, assistants, pedorthists, technicians, clinicians, and other healthcare professionals in the rehab space. We continuously promote the podcast across the following channels:

- 15 online communities
- 2,200 subscribers/week e-newsletter
- Quarterly clinical magazine 2,200 subscribers
- Quarterly scientific journal 2,200 subscribers
- 3,000+ Facebook followers
- 1,700+ Twitter followers
- 2,000+ Instagram followers
- 4,200+ LinkedIn followers

distributed across major podcast platforms, including:

![Spotify](https://via.placeholder.com/150)
![Apple Podcasts](https://via.placeholder.com/150)
![Google Podcasts](https://via.placeholder.com/150)
The AAOP Podcast Network offers exclusive company exposure through a very limited and unique advertising sponsorship.

1 advertiser per podcast episode

$2000 per episode

$4500 for 3 episodes across the network

Advertisers receive all the following:

**pre-roll**
Company mention in the first 10 seconds of the podcast. Example: “Welcome to episode 1 of O&P Research Insights. This episode is sponsored by Company A.”

**mid-roll**
30 second spot reserved in the middle of the episode to promote your company or program. Audio is provided by advertiser, or professionally recorded by our production team at no additional cost.

Spec: 90 words or less | Voiceover

**post-roll**
Company mention in the last 10 seconds of the podcast. Example: “Again, we’d like to thank our sponsor, Company A, for their support of today’s podcast. Be sure to visit them at URL for more information.”

**social media exposure**
Company’s logo and name is included in social media episode promotions.
dedicated email promotion

Company mention in a dedicated email promotion sent by The Academy on the day the episode is dropped.

**Image:** 728 pixels x 90 pixels

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**episode drops**

**O&P Clinical Care Insiders**
second Wednesday of each month.

**O&P Rising**
third Wednesday of each month.

**O&P Research Insights**
fourth Wednesday of each month.
billing and payments

Upon booking, an invoice will be sent to the billing contact. Payment must be made no later than the ad deadline. Payment can be made by Visa, Mastercard, American Express or eCheck. Checks may be payable to Association Briefings and mailed to:

1301 E. Debbie Ln, Ste. 102 #657
Mansfield, TX 76063.

live dates

Live dates of podcasts are subject to change. AAOP and its podcast producer have the right to adjust live dates.

script submissions

Script submissions must be made on or before the ad deadline dates. Advertising messages are subject to Academy approval. If advertising scripts are written by the podcast's producers, Association Briefings, advertiser may make 2 edits before the script is submitted for voiceover. Scripts provided by the advertiser may not be changed once sent to voiceover. Changes are subject to additional charges.
Space is extremely limited and can be reserved on a first-come, first-served basis.

Contact us today to put your message in front of O&P professionals.

contact

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