2018 RATE CARD

THE ACADEMY TODAY
Advancing Orthotic and Prosthetic Care Through Knowledge

PREMIER SPONSORSHIP OPPORTUNITIES

EXCLUSIVE VISIBILITY FOR YOUR COMPANY

ACADEMY LOWER LIMB ORTHOTICS SOCIETY

A Positive Reaction

Manual Muscle Testing Considerations of the Plantar Flexors When Optimizing AFO Stiffness

Quantification of Stiffness of AFOs: Research Methods and Implications
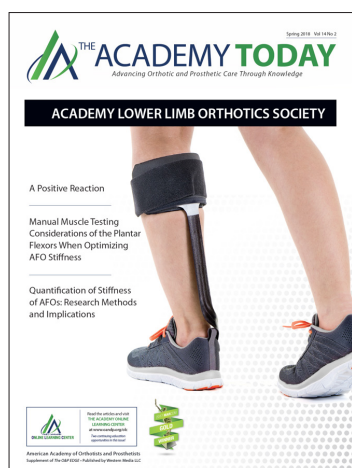
**Reach More Than 14,000 Engaged Readers**

The Academy TODAY is the O&P profession's premier educational resource. Published quarterly by the American Academy of Orthotists and Prosthetists and mailed with *The O&P EDGE, The Academy TODAY* features the latest O&P research, in-depth clinical and technical articles, and case studies. Content in *The Academy TODAY* is authored by leading researchers, educators, clinicians, technicians, and rehabilitation experts—all with the goal of advancing orthotic and prosthetic care.

Each issue of *The Academy TODAY* informs and educates more than 14,000 practitioners, suppliers, and manufacturers.

When your company sponsors an issue of *The Academy TODAY,* you are the **ONLY ADVERTISER** in that issue. That means all eyes will be on you.

THREE SPONSORSHIP OPPORTUNITIES

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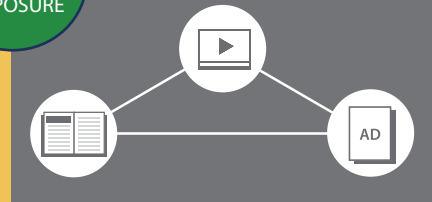
### Sole Sponsorship
$5,000/issue

In addition to being the editorial and back-cover sponsor of *The Academy TODAY,* sole sponsors receive an educational module on the Academy's Online Learning Center (OLC) based on their article.

PARTIAL SPONSORSHIPS

Editorial Sponsor
$3,000/issue

Feature your company's latest research or innovation in a two-page article in *The Academy TODAY.*
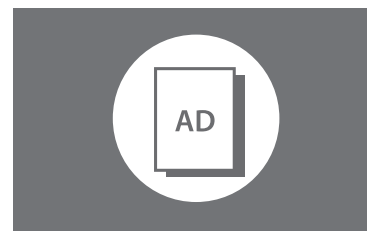
Back-Cover Sponsor
$3,000/issue

Your full-page, four-color ad will appear on the back cover of *The Academy TODAY.*

EXTEND YOUR REACH ONLINE: Each issue of *The Academy TODAY* is archived online at www.oandp.org, extending the life of your content beyond the print edition.

SPONSORSHIP GUIDELINES

Space Reservations

Sponsors are accepted on a first-come, first-served basis. Receipt of payment secures your sponsorhip space. Contact Manisha Bhaskar at mbhaskar@oandp.org or (202) 380-3663 for more information about sponsorship opportunities.

Editorial Requirements

Sponsors may promote product(s) in their two-page editorial as long as the primary focus of the article is educational. Once the article is accepted for publication, a quiz is created based on the article content and placed in the Academy Paul E. Leimkuehler Online Learning Center (OLC). Clinicians can read the article in *The Academy TODAY* and then take the corresponding quiz to earn continuing education credits. Sponsors are encouraged to include clinical evidence and present material objectively.

Words Per Page

The maximum number of words that will fit on a page with a one-line headline, a one-line byline, and no artwork or subheads is approximately 825 (body text set at 10/12 pt on a 3-column grid).* The inclusion of a longer headline or byline, as well as a deck, subheads, pull quotes, bulleted lists, captions, images, etc., will take away from the number of words that will fit on a page. However, many of these elements make for a more attractive layout. Please use the information below as a general guide when adding elements to an article.

Editorial Elements

For each of the following editorial layout elements, subtract the following number of words from the maximum word count to find out if your content will fit on the page. All counts are approximate.

- **Headline:** For each additional line, subtract 30-40 words
- **Byline:** For each additional line, subtract 10–13 words
- **Subhead:** For each one-line subhead, subtract 20–25 words
- **Image (1 col x 1 1/2 in):** For each image, subtract 100–125 words
- **Caption:** For each line of caption, subtract 10–13 words

The recommended length of the sponsored editorial is 1200–1300 words. Editorials that are more than 1650 words long will be returned to the sponsor for editing.
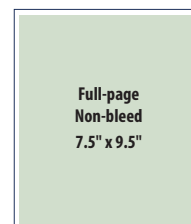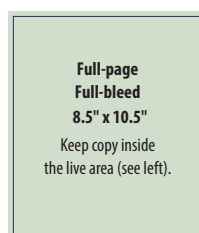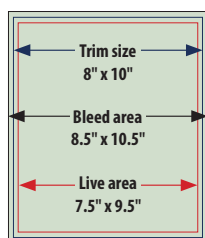
Display Advertising Requirements

The Academy TODAY is printed on a 4-color, web offset press on 80# gloss stock and is perfect bound.

Publication Trim Size: 8 in x 10 in

Ad Sizes

The only display advertising space available in *The Academy TODAY* is the back cover. Ads can be set up with or without a bleed.

Trim size
8" x 10"

Bleed area
8.5" x 10.5"

Live area
7.5" x 9.5"

Full-page
Full-bleed
8.5" x 10.5"
Keep copy inside
the live area (see left).

Full-page
Non-bleed
7.5" x 9.5"

Ad Submission Guidelines

- We accept Illustrator, InDesign, Photoshop, Quark XPress, and press-quality PDF files.
- Please collect and include all linked image files. Use high-resolution images of at least 300 dpi. Acceptable image file formats are JPEG, TIFF, or EPS. Save EPS files with ENCODING BINARY selected. Save TIFF files with LZW image compression UNCHECKED. Save JPEG files at the highest quality with no compression.
- Include all screen and printer fonts or embed or outline fonts. Do not stylize type.
- All colors must be CMYK. RGB and LAB colors will not be accepted. Please convert spot or Pantone® colors to CMYK process. We cannot guarantee color reproduction for any file submitted with RGB or LAB colors.
- We cannot not be held responsible for advertisements received without a laser-printed color proof or PDF proof.
- If you are sending your advertisement via e-mail, please send it to Manisha Bhaskar at mbhaskar@oandp.org.