

2010 Rate Card

BusinessNews™

WITH CLINICAL INSIGHT FOR EVERYDAY PRACTICE



Advertising Office: Mindworks Communications

Vice President, Sales: **Michael Graziani**
 Global Sales Director, Surgical Specialties: **Frederick W. Short**
 National Account Manager: **Marybeth Aveni**
 Director of Sales Administration: **Carolyn Boerner**
 Sales Administrator: **Wanda Granato**
 Sales Director, Classified/Recruitment Division: **Kristy Farrell**
 Classified/Recruitment Sales Representative: **Lisa Sabatini**

6900 Grove Road • Thorofare, NJ 08086-9447
 856-384-1793 • 877-307-5255 • Fax 856-848-6091

Publishing Office: SLACK Incorporated

Chief Operating Officer: **John C. Carter**
 Senior Vice President: **Jean-Marie Stiglich, ELS**
 Managing Editor: **Jennifer Hoydiz, MA**
 Circulation Director: **Lester Robeson, CCCP**



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OandPbiznews.com

RATES AND DISCOUNTS

- Effective Rate Date:** January 2010 for all advertisers.
- Earned Rates:**
 - All prices below 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 2010 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 10 days of invoice date. No discount allowed after this period.
- Black-and-white rates (Net):**

Frequency	Full page	1/2 Page	1/4 Page
1x	\$1,500	\$800	\$575
3x	1,375	725	525
6x	1,225	650	450
12x	1,000	575	400
18x	825	525	350
24x	675	475	300

Four color rates (Net):

Frequency	Full page	1/2 Page	1/4 Page
1x	\$2,100	\$1,475	\$1,250
3x	1,950	1,300	1,125
6x	1,725	1,225	1,050
12x	1,600	1,100	975
18x	1,450	1,025	875
24x	1,275	950	750
36x	1,100	850	700
48x	950	750	625
60x	825	675	550
72x	750	525	475

- Bleed:** No charge

5. **Covers, Positions:**

Additional premium charges added to space rates:

Premium Positions	
Cover 4	\$525
Cover 2	375
Cover 3	200
Page 1	200
Page 3	150
Page 5	150
Page 7	150
Center Spread	300

6. **Incentive Programs:**

- a) **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.
- b) **New Advertiser Discount Program:** New Advertisers who have not placed an ad in O&P BUSINESS 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.
- c) **SLACK Corporate Discount:** Take advantage of SLACK's advertising, custom publishing, event management, and other marketing services in 2010 and earn valuable discounts in 2011. Spend levels achieved in the year 2010 will determine your Corporate Discount savings in 2011 based on a total net spend.

7. **Online Advertising Rates:** Please consult the online section of this rate card or contact your sales representative for more information.

8. **Recruitment/Classified Rates:** Please contact Lisa Sabatini at 856-384-1793 or lsabatini@gomindworks.com for information on available opportunities.

ISSUANCE AND CLOSING

9. **Established:** January 15, 1991

10. **Frequency:** 14 times per year

11. **Issue Dates:** Monthly plus two bonus issues

12. **Mailing Dates & Class:** Mails within the issue month; Periodical Class.

13. **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

14. **General Editorial Direction:** O&P BUSINESS 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.

15. **Average Issue Projection:**

a) **Average Number of Articles per Issue:** 12

b) **Average Article Length:** 700 words

c) **Editorial Sections/Columns:**

- Clinical News
- Business News
- Foot Traffic
- Tech Views
- Pediatrics
- Practice Matters
- Washington Update
- Rebuilding Lives
- Chronicles
- Marketing with Mansfield
- Health Care Updates
- Association News
- Field Facts
- Calendar of Events

16. **Origin of Editorial:**

- a) **Source:** Articles or abstracts from meetings or other publications
- b) **Staff written:** Yes
- c) **Solicited:** Yes
- d) **Submitted:** Yes

CIRCULATION

17. **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

18. **Circulation Distribution:**

- a) **Direct Request:** 100%
- b) **Paid Information:** N/A
- c) **Subscription Rates:** \$149 per year; Canada: add 5% GST; Outside the U.S.: add \$99

19. **Circulation Verification:**

- a) **Audit:** Publisher's Sworn Statement, June 2009
- b) **Requestor Requalification:** 3 years
- c) **Mail House:** Publishers Press

20. **Estimated total circulation for 2010:** 11,200

GENERAL INFORMATION

21. 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.

22. Editorial Research: Yes

23. Ad Format and Placement Policy: Interspersed within articles

24. Ad/Edit Information: 50/50 Ad/Edit Ratio

25. Value-Added Services:

a) **Ad studies:** July issue.

b) **Product and Service Releases:** Companies are granted one complimentary product/service announcement for each full-page, four-color advertisement published in the same issue. Non-advertisers may also purchase space for announcements. Insertion order and materials are due by the space closing date for the selected issue. Please contact Marybeth Aveni, National Account Manager, at maveni@gomindworks.com for complete guidelines and instructions for submission.

c) **Bonus distribution:**

- Hanger Education Fair
- American Academy of Orthotists and Prosthetists (AAOP)
- Association of Children's Prosthetic-Orthotic Clinics (ACPOC)
- PrimeFair East
- Amputee Coalition of America (ACA)
- O&P Extremity Games (eXG)
- American Orthotic and Prosthetic Association (AOPA)
- Challenged Athletes Foundation (CAF)
- Pedorthic Footwear Association of America (PFA)

d) **Other:** Advertiser Index

26. Reprints: Yes, contact John Kain for pricing at 1-800-257-8290 ext. 238, or e-mail: jkain@slackinc.com.

27. Publisher's Liability: The Publisher shall not be liable for any failure to print, publish, or circulate all or any portion of any issue in which an advertisement accepted by the Publisher is contained if such failure is due to acts of God, strikes, war, accidents, or other circumstances beyond Publisher's control.

28. Indemnification of Publisher: In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend, and hold harmless the magazine, its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements, or plagiarism.

29. Competitor Information: O&P BUSINESS NEWS does not accept advertisements that contain competitor(s)' names, publication covers, logos or other content.

30. Advertorials: In order to be considered for acceptance, advertisements or inserts which contain text or copy describing a product or surgical technique, must be substantially different in text and font of the receiving publication and the word "ADVERTORIAL" or "ADVERTISEMENT" will be prominently displayed in 10 point black type in ALL CAPS at the top of the ad.

31. Billing Policy: Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit within 90 days. The Publisher will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract when they conflict with the terms and conditions of this rate card.

INSERT INFORMATION

32. Availability and Acceptance:

a) **Availability:** Two- to eight-page inserts are available full run. Demographic and/or geographic inserts are accepted.

b) **Acceptance:** A sample of the insert must be submitted to the Publisher for approval.

33. 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.

34. 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.

	Paper Stock		Max Micrometer Reading
	Maximum	Minimum	
2 page (one leaf)	80# coated	70# coated	.004"
4, 6, 8 page	70# coated	60# coated	.004"

35. Trimming: Supply size: 8 $\frac{3}{8}$ " x 11 $\frac{1}{8}$ ". Trim size 8 $\frac{1}{8}$ " x 10 $\frac{7}{8}$ ". Trimming of oversized inserts will be charged at cost. Keep live matter $\frac{1}{4}$ " from trim edges and $\frac{3}{16}$ " from gutter trim. Book is jogged to foot. Head, foot, and outside edge trim $\frac{1}{8}$ ".

36. BRCs:

a) **Pricing:** Contact your sales representative for prices. Non-commissionable.

b) **BRC Specifications:** 3 $\frac{1}{2}$ " x 5" minimum to 4 $\frac{1}{4}$ " x 6" maximum; perforated with $\frac{1}{2}$ " lip (from perforation) for tipping/binding. Add $\frac{1}{8}$ " for foot trim. Cardstock minimum: 75 lb. bulk or higher.

37. Quantity: Full run — 14,000 (estimated). Exact quantity will be given upon Publisher's approval of insert, or call Publisher prior to closing date.

38. Shipping: Carton packing must have publication name, issue date, and insert quantity clearly marked.

AD REQUIREMENTS

39. Available Advertising Unit Sizes:

Ad sizes:	Non-bleed (Live area) sizes:		Bleed sizes:*	
	Width	Height	Width	Height
2-Page Spread	15" x 9½"		16½" x 11⅛"	
Full Page	7¼" x 9½"		8⅜" x 11⅛"	
½ Page Horizontal	7¼" x 4¾"		8⅜" x 5⅝"	
½ Page Vertical	3½" x 9½"		4⅞" x 11⅛"	
⅓ Page Horizontal	7¼" x 3⅜"			
⅓ Page Vertical	2¼" x 9½"		2⅝" x 11⅛"	
¼ Page	3½" x 4¾"			
*Bleed ads use non-bleed size for live area.				
a) Trim size of journal: 8⅞" x 10⅞"				
b) To view thumbnails of ads specs, visit slackinc.com/digitalads .				

40. Paper Stock:

- a) Inside pages: 45 lb. gloss
- b) Covers: 100 lb. gloss

41. Type of Binding: Saddle stitch or Perfect bound

42. Digital Ad Requirements: For specifications go to slackinc.com/digitalads.

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 e-mail.

43. Disposition of Digital Materials: Ad materials will be held one year from date of last insertion and then destroyed.

CONTACT INFORMATION

44. Insertion Orders:

Send product insertion orders to:

Marybeth Aveni
National Account Manager
(856) 384-1793 x258
Fax: (856) 848-6091
maveni@gomindworks.com

Send classified/recruitment insertion orders to:

Lisa Sabatini
Classified/Recruitment
Sales Representative
(856) 384-1793 x305
Fax: (856) 848-6091
lsabatini@gomindworks.com

O&P BUSINESS NEWS
c/o Mindworks Communications
6900 Grove Road
Thorofare, NJ 08086-9447

45. Materials:

Send inserts to:

Julie Duncan
O&P BUSINESS NEWS
Publishers Press
100 Frank E. Simon Ave.
Shepherdsville, KY 40165

Send digital ad materials to:

Wanda Granato
O&P BUSINESS NEWS
c/o Mindworks Communications
6900 Grove Road
Thorofare, NJ 08086-9447

WEBSITE ADVERTISING

■ Run-of-Site Advertising Opportunities (ROS)

Get daily exposure on every part of OandPBizNews.com with the exception of purchased topics.

• ROS Package

Includes 728x90 top leaderboard and 300x250 medium rectangle placements. Your ads will appear simultaneously giving you premium exposure throughout the Website.

ROS package limited to five advertisers.

FLAT RATE:

\$750/month – up to 3 months

\$675/month – up to 6 months

\$600/month – up to 12 months

• Bottom Leaderboard

Includes 728x90 ROS bottom leaderboard placement

Opportunity limited to five advertisers.

FLAT RATE:

\$375/month – up to 3 months

\$340/month – up to 6 months

\$300/month – up to 12 months

• Industry Resources Text Links.

ROS text links will appear on almost every page of the Website
5 placements available to sell within Industry Resources box

Cost per ROS text link: \$250/month

■ Section Roadblocks

Choose topics that directly relate to your product. Each time a user visits your topic, the listing page and article pages will include your medium rectangle ad, and top and bottom leaderboard ads.

BUSINESS

Development/Financing \$750

Insurance/Liability \$750

Internal Control \$750

Human Resources \$750

Reimbursement/Coding . . . \$1,000

CLINICAL

Diseases/Condition \$750

Health Care Updates \$750

Orthotics* \$1,000

Pediatrics \$750

Pedorthics* \$1,000

Post-mastectomy \$750

Prosthetics* \$1,000

O&P BUSINESS NEWS

EXCLUSIVES

Association News \$750

Best Business Practices \$750

Clinical Matters \$750

Field Facts \$750

History \$750

NAAOP Update \$750

Patient Profiles \$750

Pedorthics Profiles \$750

Tech Views \$750

**These section roadblocks will be offered to a maximum of three advertisers. Exclusivity option is available for \$2,500/month.*

Roadblock Text Links: Section Roadblock advertisers have the option to purchase Roadblock text links as an add-on to increase exposure.

Section Roadblock advertisers also have the option to “mute” all other advertiser’s Industry Resources text links within their roadblock (with the exception of house ads).

Premium per text link

Add-On text links	5%
Multi text links	5%
Add-On and Mute text links	7%

■ Additional Marketing Opportunities

- Text Links
- Keywords
- Classifieds
- Podcasts
- Resource Centers
- Micro Sites

Note: Editorial content subject to change.

NEWS WIRE ADVERTISING

[3,400 opt-in e-mail subscribers]

■ Exclusive. One advertiser per e-mail

\$500 per News Wire up to 12x

\$450 per News Wire up to 24x

\$400 per News Wire up to 36x

\$350 per News Wire up to 48x

Meeting News Wires

Daily e-mail blast of meeting highlights

(Please see sales representative for more information)

ONLINE INCENTIVES

Invest and Save Incentive: Online advertisers earn the following discounts upon reaching the total net online advertising spend levels listed.

Utilization of this discount must occur at the initiation of an advertising program and will be based upon the total investment by parent company across all brands advertising online with SLACK Incorporated. Cancelled programs will be short-rated to the appropriate earned discount level. Only advertising related to standard online inventory on websites and e-mails will accrue toward earned incentives and may realize savings. Special programs and customized content including Resource Centers are not included. This may be combined with other online incentives.

- \$100,000: 5% off
- \$150,000: 6% off
- \$200,000: 7% off
- \$300,000: 8% off
- \$400,000: 9% off
- \$500,000+: 10% off

Topic Roadblock Incentive: Advertisers who purchase more than 6 months of a Topic Roadblock receive a discount off their monthly roadblock rate. Discount only applies to commitment per individual topic. (For example, a client who purchases a roadblock for Topic A for 12 months receives 10% discount. This same client who purchases a roadblock for Topic B for 4 months receives no discount on Topic B.) Topic Roadblock Incentive is not calendar year specific.

- 6 months = 5% off
- 12 months = 10% off

SPECIFICATIONS

Ad Formats Currently Accepted: Animated GIF, JPEG, and most common rich media. For full details, and custom opportunities contact your sales representative. All ads subject to approval. **News Wires do not accept rich media.**

PRODUCT	PIXEL	STANDARD FILE SIZE
Top Banner	468 x 60	35K
Top/Bottom Leaderboard	728 x 90	40k
Medium Rectangle	300 x 250	40k

► 2010 Editorial Calendar

ISSUE	DATES	FEATURES
JANUARY	Ad closing: 11/23/2009 Material due: 12/7/2009	Cover Story: Keeping a Healthy Workplace for Patients and Employees
FEBRUARY	Ad closing: 12/16/2009 Material due: 1/4/2010	Cover Story: Patient/Practitioner Conflict & Patient Complaints Bonus Distribution: Hanger Education Fair, February 3-5, Sparks (Reno)
SPRING	Ad closing: 1/13/2010 Material due: 1/27/2010	Cover Story: Management Strategies for Your Practice Bonus Distribution: The American Academy of Orthotists and Prosthetists Annual Meeting, February 24-27, Chicago
MARCH	Ad closing: 2/1/2010 Material due: 2/12/2010	Cover Story: Employee Recruitment and Retention
APRIL	Ad closing: 3/5/2010 Material due: 3/17/2010	Cover Story: Insurance Coverage for Your Practice
MAY	Ad closing: 4/1/2010 Material due: 4/16/2010	Cover Story: Customer Service in Central Fabrication Facilities In recognition of National Stroke Awareness Month, this issue will also include clinically relevant stroke coverage.
JUNE	Ad closing: 4/26/2010 Material due: 5/5/2010	Cover Story: Child-Friendly Business Practices Bonus Distribution: The Association of Children's Prosthetic-Orthotic Clinics, June 2-5, Clearwater PrimeFare East, June 4-5, Nashville The Extremity Games (eXG), TBD
JULY	Ad closing: 6/2/2010 Material due: 6/15/2010	Cover Story: Patient-Reported Outcomes in O&P
AUGUST	Ad closing: 7/1/2010 Material due: 7/16/2010	Cover Story: Prosthetic Parity Update
SEPTEMBER	Ad closing: 8/2/2010 Material due: 8/16/2010	Cover Story: Patient Receivables Management
FALL	Ad closing: 8/19/2010 Material due: 8/30/2010	Cover Story: Proper Documentation in O&P Bonus Distribution: The American Orthotic and Prosthetic Association National Assembly, September 29-October 2, Orlando Amputee Coalition of America Annual Conference, TBD
OCTOBER	Ad closing: 9/7/2010 Material due: 9/22/2010	Cover Story: Marketing on a Budget In recognition of Breast Cancer Awareness Month, this issue will also include business and/or clinical coverage relevant to mastectomy fitters. Bonus Distribution: The Challenged Athletes Foundation, TBD
NOVEMBER	Ad closing: 10/4/2010 Material due: 10/15/2010	Cover Story: Customer Service and Customer Retention In recognition of International Diabetes Day, this issue will also include clinically relevant diabetes coverage. Bonus Distribution: The Pedorthic Footwear Association Annual Symposium, November 18-21, Orlando
DECEMBER	Ad closing: 11/1/2010 Material due: 11/15/2010	Cover Story: Contracts in O&P