

ADVERTISING INSERTION ORDER FORM

CURRENT PEDORTHICS: EDITORIAL CALENDAR*

ISSUE #	ISSUE MONTH	INSERTION DEADLINE	MATERIALS DEADLINE	LAUNCH DATE
1	Jan/Feb 2017 Geriatrics	12/01/16	12/15/16	01/01/17
2	Mar/Apr 2017 Business & Practice Management Issue	02/01/17	02/15/17	03/01/17
3	May/June 2017 Sports Pedorthics & Biomechanics Issue	04/01/17	04/15/17	05/01/17
4	Jul/Aug 2017 Summer Issue	06/01/17	06/22/17	07/01/17
5	Sept/Oct 2017 Education & Research Issue	08/01/17	08/15/17	09/01/17
6	Nov/Dec 2017 Government Affairs Issue	10/01/17	10/15/17	11/01/17

* Schedule subject to change without notice.

SECTION 1: CURRENT PEDORTHICS PRICING

FOUR-COLOR	1X-3X PRICING	4X-6X PRICING	ISSUE #					
Full Page	\$935	\$765	1	2	3	4	5	6
1/2 Page Horizontal	\$595	\$510	1	2	3	4	5	6
1/3 Page Vertical	\$445	\$360	1	2	3	4	5	6
1/2 Page Island	\$595	\$510	1	2	3	4	5	6

PREMIUM PLACEMENTS

Second Cover (Inside Front)	\$1,275	\$1,105	1	2	3	4	5	6
Third Cover (Inside Back)	\$1,105	\$850	1	2	3	4	5	6
Fourth Cover (Outside Back)	\$1,275	\$1,105	1	2	3	4	5	6
Center Fold (Two-Page Spread)	\$2,125	\$1,870	1	2	3	4	5	6
Two-Page Spread	\$1,785	\$1,615	1	2	3	4	5	6

SECTION 2: PEDORTHICS.ORG PRICING

FOUR-COLOR	1X PRICING	3X PRICING	6X PRICING	12X PRICING	# OF MONTHS
Home Page - Bottom Banner	\$340	\$320	\$300	\$280	1 3 6 12
Home Page - Right Column Top	\$300	\$280	\$260	\$240	1 3 6 12
Interior - Main Pages Bottom Banner	\$340	\$320	\$300	\$280	1 3 6 12
Interior - Main Pages Right Column Top	\$300	\$280	\$260	\$240	1 3 6 12

PFA FLASH EMAIL

1 TIME

One Time Email Package

\$485*

*NOTE: \$410 + \$75 set-up fee

CLASSIFIED ADVERTISING

To place a classified ad, email classifieds@pedorthics.org.

PICKUP EXISTING AD PLACING NEW AD

Add dollar amount of all boxes checked above and enter total in section 1.

1st Ad: Total Net Cost per Ad Size x Total Number of Ads

\$ _____ x _____

2nd Ad: Total Net Cost per Ad Size x Total Number of Ads

\$ _____ x _____

TOTAL: _____

SECTION 3: ADVERTISER CONTACT INFORMATION

COMPANY _____

CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP/POSTAL CODE _____ COUNTRY _____

TEL _____ FAX _____

EMAIL _____

WEB ADDRESS _____

Note: All cancellations must be made in writing to our advertising representative prior to the space reservation closing date of the issue(s) to be cancelled. Cancellations are subject to short rate.

GENERAL INQUIRIES & SALES DEPARTMENT

PO Box 72184,
Albany, GA, 31708-2184
phone: (229) 389-3440
email: advertising@pedorthics.org

Bill to: Advertiser **OR** Agency

AGENCY _____

CONTACT NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP/POSTAL CODE _____

COUNTRY _____

TEL _____ FAX _____

EMAIL _____

WEB ADDRESS _____

SIGNATURE _____ DATE _____