

# ADVERTISING INSERTION ORDER FORM

## CURRENT PEDORTHICS: EDITORIAL CALENDAR\*

ISSUE #	ISSUE MONTH	INSERTION DEADLINE	MATERIALS DEADLINE	LAUNCH DATE
1	Jan/Feb 2018 Geriatrics	12/01/17	12/15/17	01/01/18
2	Mar/Apr 2018 Business & Practice Management Issue	02/01/18	02/15/18	03/01/18
3	May/Jun 2018 Sports Pedorthics & Biomechanics Issue	04/01/18	04/15/18	05/01/18
4	Jul/Aug 2018 Summer Issue	06/01/18	06/22/18	07/01/18
5	Sept/Oct 2018 Fall Issue	08/01/18	08/15/18	09/01/18
6	Nov/Dec 2018 Government Affairs Issue	10/01/18	10/15/18	11/01/18

\* 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](mailto:classifieds@pedorthics.org).

**PICKUP EXISTING AD    PLACING NEW AD**

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

1<sup>st</sup> Ad: Total Net Cost per Ad Size x Total Number of Ads  
 \$ \_\_\_\_\_ x \_\_\_\_\_

2<sup>nd</sup> 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 \_\_\_\_\_

Bill to: Advertiser    **OR**    Agency

AGENCY \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP/POSTAL CODE \_\_\_\_\_

COUNTRY \_\_\_\_\_

TEL \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

WEB ADDRESS \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

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](mailto:advertising@pedorthics.org)

**2018 MEDIA KIT**  
[WWW.PEDORTHICS.ORG](http://WWW.PEDORTHICS.ORG)

