## CURRENT PEDORTHICS EDITORIAL CALENDAR*

<table>
<thead>
<tr>
<th>ISSUE #</th>
<th>ISSUE</th>
<th>INSERTION DEADLINE</th>
<th>MATERIALS DEADLINE</th>
<th>LAUNCH DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan/Feb 2018</td>
<td>12/01/18</td>
<td>12/15/18</td>
<td>01/01/19</td>
</tr>
<tr>
<td>2</td>
<td>Mar/Apr 2018</td>
<td>02/01/19</td>
<td>02/15/19</td>
<td>03/01/19</td>
</tr>
<tr>
<td>3</td>
<td>May/Jun 2018</td>
<td>04/01/19</td>
<td>04/15/19</td>
<td>05/01/19</td>
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<tr>
<td>4</td>
<td>Jul/Aug 2018</td>
<td>06/01/19</td>
<td>06/22/19</td>
<td>07/01/19</td>
</tr>
<tr>
<td>5</td>
<td>Sept/Oct 2018</td>
<td>08/01/19</td>
<td>08/15/19</td>
<td>09/01/19</td>
</tr>
<tr>
<td>6</td>
<td>Nov/Dec 2018</td>
<td>10/01/19</td>
<td>10/15/19</td>
<td>11/01/19</td>
</tr>
</tbody>
</table>

* Schedule subject to change without notice.

## SECTION 1: CURRENT PEDORTHICS PRICING

<table>
<thead>
<tr>
<th>FOUR-COLOR</th>
<th>1X-3X PRICING</th>
<th>4X-6X PRICING</th>
<th>ISSUE #</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

### 1/2 Page Horizontal
- 1X: $595
- 3X: $510
- 6X: $445
- 12X: $410

### 1/3 Page Vertical
- 1X: $445
- 3X: $360
- 6X: $300
- 12X: $280

### 1/2 Page Island
- 1X: $595
- 3X: $510
- 6X: $445
- 12X: $410

### PREMIUM PLACEMENTS
- Second Cover (Inside Front): $1,275
- Third Cover (Inside Back): $1,105
- Fourth Cover (Outside Back): $1,275
- Center Fold (Two-Page Spread): $2,125
- Two-Page Spread: $1,785

### PFA FLASH EMAIL
- 1 TIME
- *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: ____________________________________

### GENERAL INQUIRIES & SALES DEPARTMENT

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

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## SECTION 2: PEDORTHICS.ORG PRICING

<table>
<thead>
<tr>
<th>FIVE-COLOR</th>
<th>1X PRICING</th>
<th>3X PRICING</th>
<th>6X PRICING</th>
<th>12X PRICING</th>
<th># OF MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

### Home Page - Bottom Banner
- 1X: $340
- 3X: $320
- 6X: $300
- 12X: $280
- # of Months: 1 2 3 6 12

### Home Page - Right Column Top
- 1X: $300
- 3X: $280
- 6X: $260
- 12X: $240
- # of Months: 1 2 3 6 12

### Interior - Main Pages Bottom Banner
- 1X: $340
- 3X: $320
- 6X: $300
- 12X: $280
- # of Months: 1 2 3 6 12

### Interior - Main Pages Right Column Top
- 1X: $300
- 3X: $280
- 6X: $260
- 12X: $240
- # of Months: 1 2 3 6 12

### PFA FLASH EMAIL
- 1 TIME
- *NOTE: $410 + $75 set-up fee

### CLASSIFIED ADVERTISING

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

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Bill to: ☐ Advertiser ☐ OR ☐ Agency

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2019 MEDIA KIT
WWW.PEDORTHICS.ORG