

# ADVERTISING INSERTION ORDER FORM

## CURRENT PEDORTHICS: EDITORIAL CALENDAR\*

ISSUE #	ISSUE MONTH	INSERTION DEADLINE	MATERIALS DEADLINE	LAUNCH DATE
1	Jan/Feb 2018 Geriatrics	12/01/18	12/15/18	01/01/19
2	Mar/Apr 2018 Business & Practice Management Issue	02/01/19	02/15/19	03/01/19
3	May/Jun 2018 Sports Pedorthics & Biomechanics Issue	04/01/19	04/15/19	05/01/19
4	Jul/Aug 2018 Summer Issue	06/01/19	06/22/19	07/01/19
5	Sept/Oct 2018 Fall Issue	08/01/19	08/15/19	09/01/19
6	Nov/Dec 2018 Government Affairs Issue	10/01/19	10/15/19	11/01/19

\* 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

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:** \_\_\_\_\_

### CLASSIFIED ADVERTISING

To place a classified ad, email: [classifieds@pedorthics.org](mailto:classifieds@pedorthics.org)

## 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)

2019 MEDIA KIT  
[WWW.PEDORTHICS.ORG](http://WWW.PEDORTHICS.ORG)

