

ortho **NEWS AT**

NEWS MAGAZINE FOR ATHLETIC TRAINERS THROUGHOUT ORTHOPEDICS

Media Advertising Kit 2020

Our Mission!

This professional, peer-reviewed publication will share resources to enhance the ongoing marketability and foster the continued educational and professional advancement of the AT throughout the orthopedic discipline.

ALL ATHLETIC TRAINERS WELCOME!



*For more information, email
contact@orthoATnews.com
or call
727-394-1700*

*Click [here](#) for sample
advertising contract.*

Advertised to:

45000+
Certified Athletic Trainers

15000
RN/LPNs

3000
Orthopedic Technologists

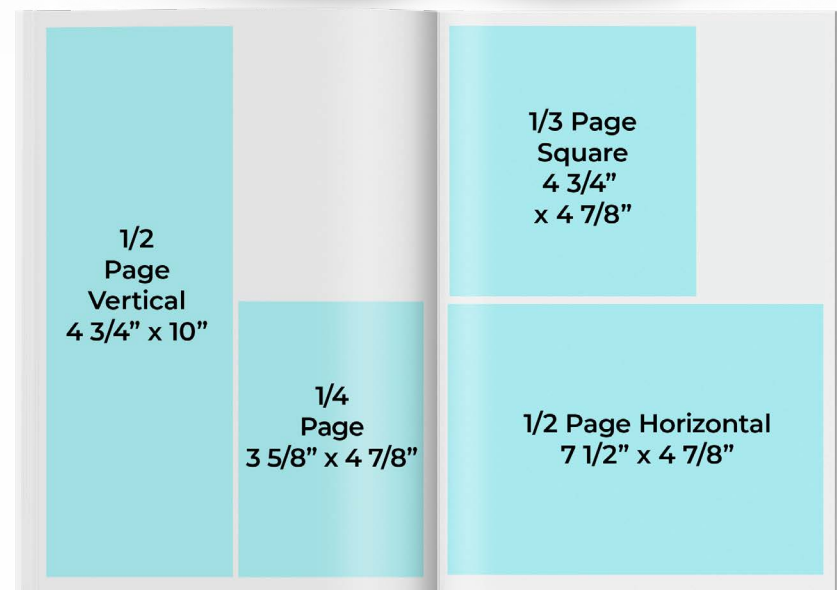
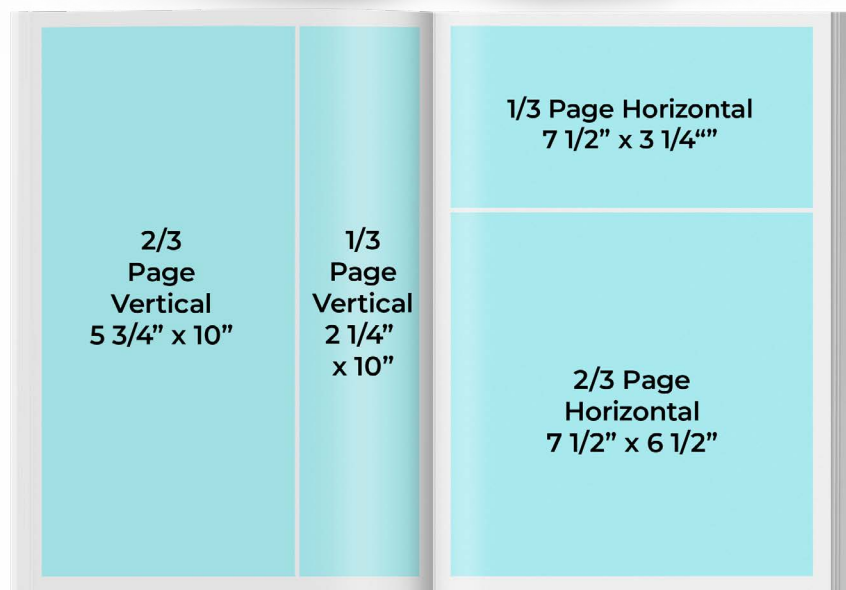
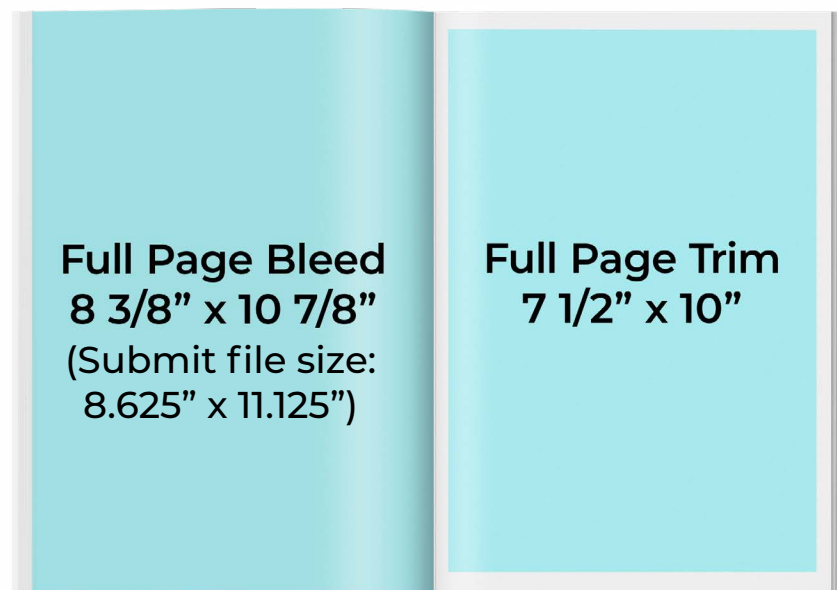
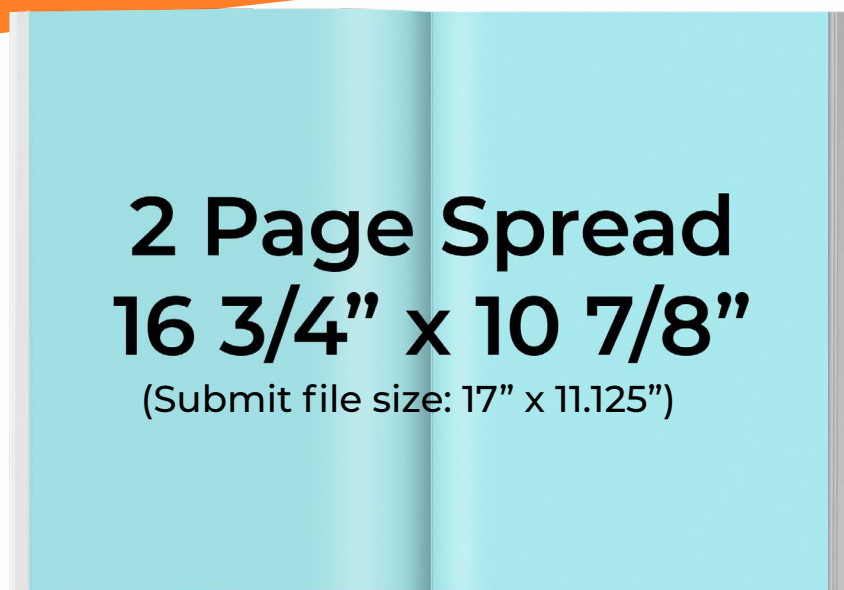
5k
Facebook followers/groups

Advertise with us!

Cover 2 x1	
Cover 2 x3	\$ 2495
Cover 2 x6	\$ 2195
Cover 3 x1	
Cover 3 x3	\$ 1995
Cover 3 x6	\$ 1695
Cover 4 x1	
Cover 4 x3	\$ 2997
Cover 4 x6	\$ 2750

2 Page Spread	\$3495
16 3/4" x 10 7/8"	
Full Page Bleed	\$1995
8 3/8" x 10 7/8"	
Full Page Trim	\$1795
7 1/2" x 10"	
2/3 Page Vertical	\$1395
4 3/4" x 10"	
1/3 Page Vertical	\$795
2 1/4" x 10"	
2/3 Page Horizontal	\$1395
7 1/2" x 6 1/2"	
1/2 Page Vertical	\$995
4 3/4" x 10"	
1/4 Page	\$495
3 5/8" x 4 7/8"	
1/3 Page Horizontal	\$795
7 1/2" x 3 1/4"	
1/2 Page Horizontal	\$995
7 1/2" x 4 7/8"	
1/3 Page Square	\$695
4 3/4" x 4 7/8"	

Ad Visual Guide Next Page >



Terms & Conditions

The following are certain general terms and conditions governing advertising published in the U.S. digital editions of orthoATnews Magazine known as the "Magazine" published by ASOP (American Society of Orthopedic Professionals, "Publisher").

1. Rates are based on average total audited circulation, effective with the issue dated November 1, 2018. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and it's on-sale dates.

2. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.

3. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.

4. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating a magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

5. All advertisements, including without limitation those for which the Publisher has provided creative services, are accepted and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and

subject matter thereof in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law, regulation or advertising code or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, unfair competition, violation of the Lanham Act or any rights of privacy or publicity, or any unfair commercial practice or misleading advertising or impermissible comparative advertising or from any and all claims or regulatory breaches now known or hereafter devised or created (collectively "Claims"). In the event the Publisher has agreed to provide contest or sweepstakes management services, email design or distribution or other promotional services in connection with an advertising commitment by advertiser, all such services are performed upon the warranty of the agency and advertiser that they will, jointly and severally, indemnify and hold the Publisher harmless from and against any and all Losses arising out of the publication, use or distribution of any materials, products (including, without limitation, prizes) or services provided by or on behalf of the agency or advertiser, their agents and employees, including, without limitation, those arising from any Claims.

6. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.

7. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

8. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

9. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

10. Invoices are rendered on or about the on-sale date of the Magazine.

Payments are due within 20 days from the billing date. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or if such rate is not permitted by applicable law, at the highest rate so permitted by applicable law, determined and compounded daily from the due date until the date paid. The Publisher further reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.

11. All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.

12. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned.

Unused rebates will expire six months after the end of the period in which they were earned.

13. Publisher reserves the right to modify these terms and conditions.

These Advertising Terms and Conditions were issued October 1, 2018.

- 1. Digital ad provided as a .PDF, .JPEG, .EPS or TIFF file***
- 2. 300DPI, high resolution, correct size at 100% based on space purchased***
- 3. Fonts must be embedded and/or converted to outline***
- 4. orthoATnews reserves the right to reject ads deemed improper for our audience***
- 5. Email files and questions to:
contact@orthoATnews.com***

Rotating Ads

***Digital opportunities:
Rotating banner ad
placement in the front
page of the website.
728px x 90px***



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*Grow with us as we champion for
the Athletic Trainer throughout the
orthopedic setting!*

orthoATnews.com

625 6th Ave. South , Suite 365
St. Petersburg, FL 33701
727-394-1700
contact@orthoATnews.com