

ODT

ORTHOPEDIC DESIGN & TECHNOLOGY

www.odtmag.com



2012

Media Kit

Orthopedic Design & Technology

Entering its seventh full year, **Orthopedic Design & Technology** has grown into an industry-leading publication, widely recognized for its in-depth, high-quality coverage of the specialized field of orthopedic product development and manufacturing. With each issue, **ODT** offers readers comprehensive feature articles, industry news, trends and up-to-date market data on the ever-evolving orthopedic sector. Regular departments and columns provide must-read information on regulatory and legal issues, design trends, best business practices, manufacturing efficiencies, new technology developments, and much more. With more than **7,500 subscribers**, every edition reaches key decision makers who look to **Orthopedic Design & Technology** as their No. 1 source for information.

Circulation

With a circulation of 7,500*, **Orthopedic Design & Technology** reaches recipients in the following businesses and industry sectors:

Primary Business

- Orthopedic Implants
- Orthopedic Instruments
- Orthopedic Accessories
- Raw Materials
- Biologics
- Contract Manufacturing/Services

Job Function

- Corporate Management
- Design Engineering
- Research and Development
- QA/QC
- Project/Process/Quality Engineering
- Production/Manufacturing
- Sales and Marketing
- Purchasing/Procurement

Reader Companies Include:

3M
Acumed
Aesculap
Archus Orthopedics
Arthrex
Ascension Orthopedics
Becker Orthopedic
Biomet
Blackstone Medical
Conmed Linvatec

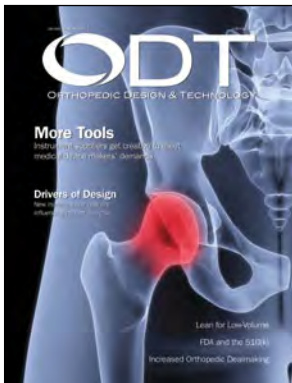
DePuy/J&J
DJO Inc.
Encore Medical
Encision
Exactech
Globus Medical
Hanger Prosthetics
& Orthotics
Hayes Medical
Invibio

Karl Storz
Medtronic
NAMSA
NuVasive
Orthofix
OrthoPediatrics
Osteomed Corporation
Senocon
Small Bone Innovations
Smith & Nephew

Southland Medical
Spinal Concepts
Steris
Stryker
Teleflex
Theken Spine
U.S. Surgical
Wright Medical
Zimmer

**Publisher's own data.*

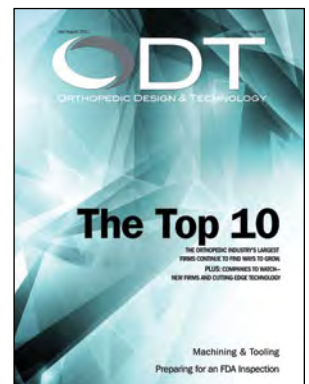
Special Issues for 2012



AADS
Closing Date: January 11, 2012



Buyer's Guide
Closing Date: June 7, 2012



Top 10 OEM Companies
Closing Date: July 13, 2012

Leading Orthopedic Industry Events

Since 2006, the team at **Orthopedic Design & Technology** magazine has brought the industry's premiere OEM/supplier conferences to U.S. centers for orthopedic manufacturing. Every year, we gather leading professionals from OEMs, contract manufacturers, suppliers, physicians and members of the financial community to examine critical design, technology, manufacturing and market trends in orthopedics. Our Forum events offer education, interactive sessions and networking opportunities as well as a diverse cross section of industry professionals. With a roster of new topics and expanded programs in key orthopedic locales, our events are the perfect venues to learn, make new contacts, reconnect with colleagues and expand your business.

ORTHOPEDIC DESIGN & TECHNOLOGY



FORUM

www.odtforum.com

Company Capabilities and Buyer's Guide 2012/2013



Sample Profile

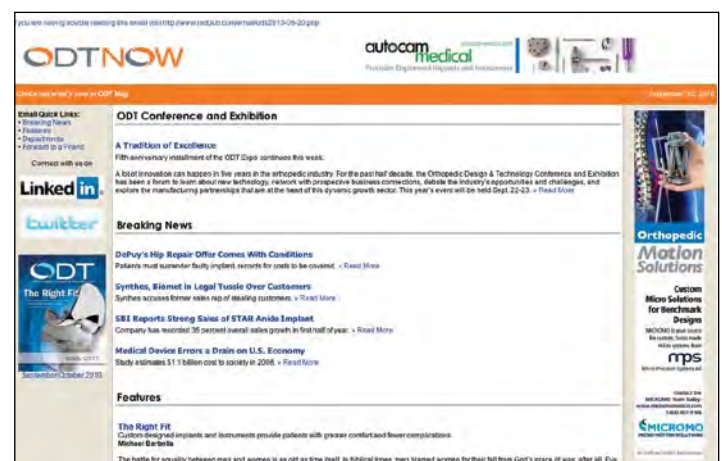
An annual issue devoted to showcasing the products and services of orthopedic product manufacturers. The **Company Capabilities** section provides readers with an in-depth look at your company, including vital statistics, company overview, products and services offered and website listing. The **Buyer's Guide** section includes product and service listings. This issue will be distributed at major industry shows and events throughout the year.

There are additional advertising opportunities available, such as:

- Full-page, four-color ad and full-page four-color profile (spread) - \$3,495.00
- Full-page, four-color profile (WE DO THE PRODUCTION FOR YOU) - \$2,395.00
- Logos AND hyperlinks - \$795.00

ODT Now e-Newsletter

Orthopedic Design & Technology's ODT Now is a bi-weekly newsletter for the orthopedic manufacturing community. **ODT Now** includes breaking orthopedic news, expert opinion, timely online exclusive stories and monthly features from **Orthopedic Design & Technology**. This is news you can use from the source for orthopedic manufacturing information you can trust.



2012 Editorial Calendar

January/February (Closing Date: January 11, 2012)

- EDITORIAL TOPICS:**
- Surgical Instrumentation and Delivery Systems
 - Six Sigma and Lean Manufacturing
 - Manufacturing Across Borders
- BONUS DISTRIBUTION:**
- American Academy of Orthopaedic Surgeons (AAOS)

March/April (Closing Date: February 28, 2012)

- EDITORIAL TOPICS:**
- Product Research & Development
 - Orthopedic Material Selection
 - Biotechnology Products
- BONUS DISTRIBUTION:**
- MassMEDIC • FMMC Annual Meeting

May/June (Closing Date: April 25, 2012)

- EDITORIAL TOPICS:**
- Surface Modification & Coatings
 - Implant Manufacturing
 - Emerging Markets: A Look at Selling and Manufacturing in BRIC Countries
- VALUE ADDED:**
- Ad Q Study

BUYER'S GUIDE (Closing Date: June 7, 2012)

7th Annual Company Capabilities & Buyer's Guide

July/August (Closing Date: July 13, 2012)

- EDITORIAL TOPICS:**
- **Top Orthopedic Companies Report**
 - Emerging Orthopedic Companies
 - Machining and Tooling

September/October (Closing Date: August 22, 2012)

- EDITORIAL TOPICS:**
- Biocompatibility Testing
 - Emerging Orthopedic Technologies: Beyond Large Joint
 - The Orthopedic Surgeon and Device Innovation
- BONUS DISTRIBUTION:**
- Design2Part - MA • Medica & Compamed

November/December (Closing Date: October 24, 2012)

- EDITORIAL TOPICS:**
- Rapid Prototyping
 - Ensuring Quality
 - **Year-in-Review**

2012 Advertising Rates & Digital Files Specifications

Black & White Ad Rates

Size	1x	4x	8x	12x
Full Page	\$3,395	\$3,120	\$2,830	\$2,570
Two Thirds	\$2,790	\$2,585	\$2,345	\$2,120
Half Island	\$2,435	\$2,215	\$2,045	\$1,840
Half Page	\$2,245	\$2,055	\$1,885	\$1,695
One Third	\$1,725	\$1,605	\$1,445	\$1,310
One Quarter	\$1,245	\$1,130	\$1,025	\$925

Color Rates

Color	Page
standard*	\$685
matched*	\$800
metallic*	\$1,025
4 color*	\$1,150

* standard yellow, green, blue or red
* per page or fraction
Effective January 1, 2012

Recruitment Rates

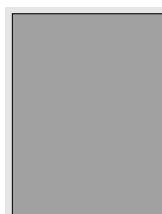
Full Page	\$2,500
Two Thirds	\$2,200
Half Page	\$1,700
One Fourth	\$700
One Eighth	\$350

Classified Advertising Rates* (per inch)

1 Issue	\$375/issue
4 Issues	\$295/issue
7 Issues	\$225/issue

*classified rates are non-commissionable

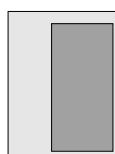
Ad Sizes



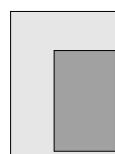
Full Page (bleed)
Trim: 8" x 10.75" (203mm x 273mm)
Bleed: 8.25" x 11" (209mm x 279mm)
Live Area: 7" x 10" (178mm x 254mm)

Full Page (non bleed)
7" x 10" (178mm x 254mm)

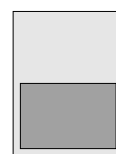
Full Page Spread (bleed)
Trim: 16" x 10.75" (406mm x 273mm)
Bleed: 16.25" x 11" (412mm x 279mm)
Live Area: 14" x 10" (356mm x 254mm)



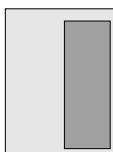
Two Thirds
4.5" x 9.5"
(114mm x 241mm)



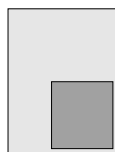
Half Island
4.5" x 7.5"
(114mm x 190mm)



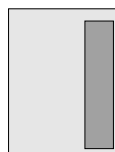
Half Page Horizontal
7" x 4.875"
(178mm x 124mm)



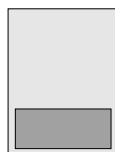
Half Page Vertical
3.375" x 9.5"
(85mm x 241mm)



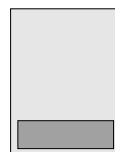
One Third Square
4.5" x 5"
(114mm x 127mm)



One Third Vertical
2.125" x 9.5"
(54mm x 241mm)



One Third Horizontal
7" x 3.25"
(178mm x 84mm)



One Quarter Horizontal
7" x 2.375"
(178mm x 60mm)



One Quarter Vertical
3.375" x 4.875"
(85mm x 124mm)

Covers and Special Positions: No cancellations. Special position premium 10%.

Bleed: No charge.

Insert Rates: Inserts are billed at the black & white page rate. Single sheet inserts are billed as two pages

if both sides are used or if reverse side must remain unprinted. Back-up/binding/handling charge is \$600. Non-commissionable.

Closing Dates: See editorial calendar.

Cancellation: Cancellations must be made in writing by the 8th of the month prior to ad placement.

Payment Terms and Methods: Payment is accepted by wire transfer and by check or draft via U.S. bank payable in U.S. dollars. Payment option instructions will be included with all billing.

Publisher's Policy

1. Invoices are rendered at date of publication and are due upon receipt. Agency commission will be disallowed on all overdue invoices.
2. Rodman Publishing holds both the advertiser and its dedicated advertising agency jointly and severally liable for all monies due and payable to Rodman Publishing.
3. In the event an account is placed for collection, customer agrees to pay Rodman Publishing for all reasonable collection and/or legal fees incurred.

DIGITAL FILE SPECIFICATIONS

- All material submitted must be in PDF format that meets the PDF/X1-a requirements. See the prepress section of our website for more information: rodmanpublishing.com/prepress

- Files smaller than 10MBs in size can be sent via e-mail. Larger files should be submitted via FTP or on CD.

- **Changes or corrections** to submitted files will result in additional charges to the advertiser.

Trim size:

8" x 10.75" (203 mm x 273 mm).
Keep live matter at least .5" (12.7 mm) from trim edges.

Bleed page and insert page size:

8.25" x 11" (209 mm x 279 mm)
Max weight of insert stock: 100 lb. cover.

Send all print materials to:

Lisa St. Charles, Production Manager
Orthopedic Design & Technology
70 Hilltop Road, 3rd Floor
Ramsey, NJ 07446 USA

E-mail: lstcharles@rodpub.com

Pre-printed inserts, call for instructions:
201-880-2250

FTP INFORMATION

Our FTP site can only be accessed with FTP software. (FETCH, TRANS-MIT, CUTEftp, etc.) Web browser access is NOT permitted.

ftp.rodmanpublishing.com
username: rodman
password: guest

Refer to our website
for more information:
rodmanpublishing.com/prepress

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