

# ODT

ORTHOPEDIC DESIGN & TECHNOLOGY

[www.odtmag.com](http://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

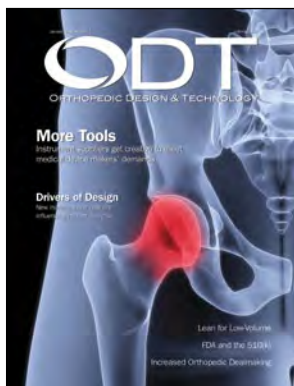
DePuy/J&J  
DJO Inc.  
Encore Medical  
Encision  
Exactech  
Globus Medical  
Hanger Prosthetics  
& Orthotics  
Hayes Medical  
Invibio

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

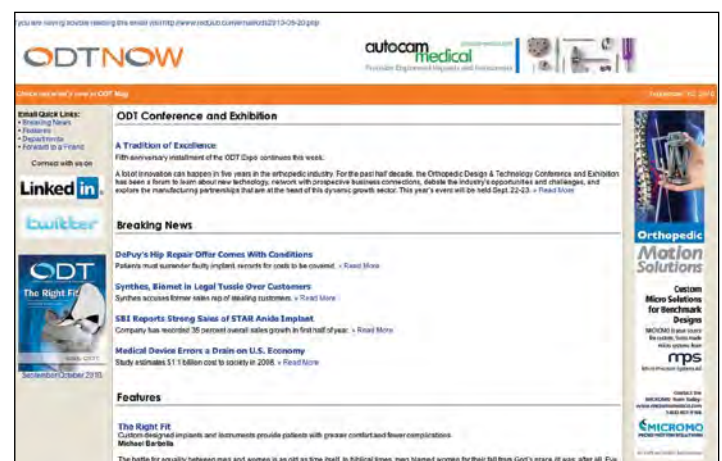
An annual issue devoted to showcasing the products and services of orthopedic product manufacturers. The **Company Capabilities** section provides readers with an in-depth look at your company, including vital statistics, company overview, products and services offered and website listing. The **Buyer's 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



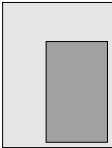
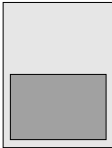
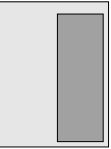
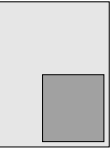
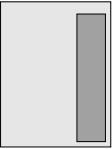
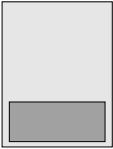
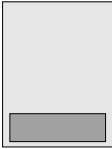
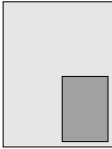
Full Page	\$2,500
Two Thirds	\$2,200
Half Page	\$1,700
One Fourth	\$700
One Eighth	\$350

## Classified Advertising Rates\* (per inch)

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

\*classified rates are non-commissionable

## Ad Sizes

	<p><b>Full Page (bleed)</b> Trim: 8" x 10.75" (203mm x 273mm) Bleed: 8.25" x 11" (209mm x 279mm) Live Area: 7" x 10" (178mm x 254mm)</p> <p><b>Full Page (non bleed)</b> 7" x 10" (178mm x 254mm)</p> <p><b>Full Page Spread (bleed)</b> Trim: 16" x 10.75" (406mm x 273mm) Bleed: 16.25" x 11" (412mm x 279mm) Live Area: 14" x 10" (356mm x 254mm)</p>				
		<p><b>Two Thirds</b> 4.5" x 9.5" (114mm x 241mm)</p>	<p><b>Half Island</b> 4.5" x 7.5" (114mm x 190mm)</p>	<p><b>Half Page Horizontal</b> 7" x 4.875" (178mm x 124mm)</p>	
					
<p><b>Half Page Vertical</b> 3.375" x 9.5" (85mm x 241mm)</p>	<p><b>One Third Square</b> 4.5" x 5" (114mm x 127mm)</p>	<p><b>One Third Vertical</b> 2.125" x 9.5" (54mm x 241mm)</p>	<p><b>One Third Horizontal</b> 7" x 3.25" (178mm x 84mm)</p>	<p><b>One Quarter Horizontal</b> 7" x 2.375" (178mm x 60mm)</p>	<p><b>One Quarter Vertical</b> 3.375" x 4.875" (85mm x 124mm)</p>

**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](http://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](mailto: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](http://ftp.rodmanpublishing.com)**  
**username: rodman**  
**password: guest**

Refer to our website  
for more information:  
[rodmanpublishing.com/prepress](http://rodmanpublishing.com/prepress)

## Contacts

### Executive

Rodman J. Zilenziger  
 Matthew J. Montgomery  
 Tom Branna (tomb@rodpub.com; phone: 201-880-2223)

Company President  
 Executive Vice President  
 VP/Editorial Director

### Editorial

Christopher Delporte (cdelporte@rodpub.com; phone: 202-393-0915)  
 Michael Barbella (mbarbella@rodpub.com; phone: 201-880-2244)

Editorial Director,  
 Medical Devices  
 Managing Editor

### Advertising

Howard A. Revitch (howard@rodpub.com; phone: 201-880-2243)  
 Mark Weeks (mark@rodpub.com; phone: 732-961-0885)  
 Julie Steinkrauss Fuhrer (julie@rodpub.com; phone: 781-863-0400)  
 Carolyn Dale (carolyn@rodpub.com; phone: 310-883-4774)  
 Patrick Browne (pbrowne@rodpub.com; phone: 908-859-8431)

Group Publisher  
 Associate Publisher  
 Sales Manager  
 Sales Manager  
 Online Sales Manager

### Production

Lisa St.Charles (lstcharles@rodpub.com; phone: 201-880-2250)

Production Manager

### Circulation

Richard DeVoto (rdevoto@rodpub.com; phone: 201-880-2256)

Circulation Director

### Orthopedic Design & Technology

Rodman Publishing Corp.  
 70 Hilltop Rd., 3rd Floor, Ramsey, NJ 07446  
 Phone: (201) 825-2552 Fax: (201) 825-0553  
 Web: odtmag.com

## Rodman Publications

