



media kit

AAOP presents

O&P Research Insights

an original podcast with Dr. Steve Gard



produced by
Association **Briefings**

meet the host



Steven A. Gard, PhD, JPO

editor-in-chief, is the
executive director of the
Northwestern University
Prosthetics-Orthotics

Center for Education & Research,
Chicago, Illinois. He is on the faculty of
the Northwestern University Department
of Physical Medicine & Rehabilitation, the
Feinberg School of Medicine, and the
Department of Biomedical Engineering,
McCormick School of Engineering and
Applied Science.

the show

Join Dr. Steve Gard, Editor-in-Chief of the *Journal of Prosthetics and Orthotics (JPO)* as he meets one-on-one with the author of a featured article to extract the take away points of the research conducted. These 30 minute podcasts provide O&P clinicians and rehab specialists with actionable knowledge that may be implemented in practice. This podcast is intended for any and all involved with O&P patient care.



distribution story

O&P Research Insights is promoted to over

**3,600 orthotic and
prosthetic professionals**

including students, residents,
assistants, pedorthists, technicians,
clinicians, and other healthcare
professionals in the rehab space. We
continuously promote the podcast
across the following channels:



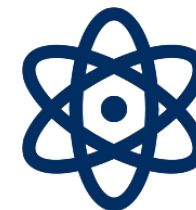
online
communities



e-newsletter
3,600
subscribers/week



quarterly
clinical magazine
3,600
subscribers



quarterly
scientific journal
3,600
subscribers



3,000+
followers



1,700+
followers



2,000+
followers



4,200+
followers

distributed across major podcast platforms, including:



Apple Podcasts

Google Podcasts



ad inventory

O&P Research Insights offers company exposure through a very limited and unique advertising sponsorship.

1 advertiser per podcast episode

\$3500

advertisers receive all the following:

pre-roll

Company mention in the first 10 seconds of the podcast.
Example: “Welcome to episode 1 of O&P Research Insights. This episode is **sponsored by Company A.**”

mid-roll **sample**

30 second spot reserved in the middle of the episode to promote your company or program. Audio is provided by advertiser, or professionally recorded by our production team at no additional cost.

Spec: 90 words or less | Voiceover

post-roll

Company mention in the last 10 seconds of the podcast.
Example: “Again, we’d like to **thank our sponsor**, Company A, for their support of today’s podcast. Be sure to visit them at URL for more information..”

social media exposure

Company’s logo and name is included in social media episode promotions.



episodic calendar



January 2022

sales deadline: **January 5**
ad deadline: **January 7**
episode live: **January 26**

February 2022

sales deadline: **February 2**
ad deadline: **February 4**
episode live: **February 23**

March 2022

sales deadline: **March 6**
ad deadline: **March 8**
episode live: **March 30**

April 2022

sales deadline: **April 6**
ad deadline: **April 8**
episode live: **April 27**

May 2022

sales deadlines: **May 4**
ad deadline: **May 6**
episode live: **May 25**

June 2022

sales deadline: **June 6**
ad deadline: **June 8**
episode live: **June 29**

July 2022

sales deadline: **July 6**
ad deadline: **July 8**
episode live: **July 27**

August 2022

sales deadline: **August 8**
ad deadline: **August 10**
episode live: **August. 31**

September 2022

sales deadline: **September 7**
ad deadline: **September 9**
episode live: **September 28**

October 2022

sales deadline: **October 5**
ad deadline: **October 7**
episode live: **October 26**

November 2022

sales deadline: **November 2**
ad deadline: **November 4**
episode live: **November 30**

December 2022

sales deadline: **December 5**
ad deadline: **December 7**
episode live: **December 28**

advertising guidelines

billing and payments

Upon booking, an invoice will be sent to the billing contact. Payment must be made no later than the ad deadline. Payment can be made by Visa, Mastercard, American Express or eCheck. Checks may be payable to Association Briefings and mailed to:

1301 E. Debbie Ln, Ste. 102 #657
Mansfield, TX 76063.

live dates

Live dates of podcasts are subject to change. AAOP and its podcast producer have the right to adjust live dates.

script submissions

Script submissions must be made on or before the ad deadline dates. Advertising messages are subject to Academy approval. If advertising scripts are written by the podcast's producers, Association Briefings, advertiser may make 2 edits before the script is submitted for voiceover. Scripts provided by the advertiser may not be changed once sent to voiceover. Changes are subject to additional charges.



reserve space

Space is extremely limited and can be reserved on a first-come, first-served bases.

Contact us today to put your message in front of O&P professionals.

contact

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Association **Briefings**

