

2019 AMPLITUDE MEDIA KIT

POWERFUL PRACTICAL POSITIVE



The premier media resource
for amputees, families,
and caregivers.

REACH YOUR

TARGET AUDIENCE



Where Amplitude readers go to find limb loss information

82%
magazines

68%
websites



Amplitude's print circulation increased from 2017 to 2018

↑
16%

79%
of Amplitude readers ask their prosthetist about a device or service after seeing an ad for it

↑
13%

The average monthly ad impressions on the Amplitude website increased from 2017 to 2018

96%
of Amplitude readers consider themselves active



Amplitude has been audited by the Circulation Verification Council, a national, independent auditing firm.

49%
of Amplitude readers say that the brand of their mobility device is important

Statistics from Amplitude Readers Survey, 2016.

www.amplitude-media.com | **303.255.0843**

For more information about advertising opportunities, please contact Ron at ron@amplitude-media.com or 970.988.8856.

PRINT ADVERTISING

2019 ADVERTISING DEADLINES AND BONUS DISTRIBUTION

ISSUE DATE	AD DEADLINE	BONUS DISTRIBUTION
January/February	November 15	Hanger Education Fair PrimeFare Central PacRim Conference Academy Annual Meeting Abilities Expo Los Angeles
March/April	January 15	ACPOC Annual Meeting
May/June	March 15	Abilities Expo New York Abilities Expo Chicago
July/August	May 15	Abilities Expo Houston Angel City Games PrimeFare East
September/October	July 15	AOPA National Assembly CAF Triathlon Abilities Expo Boston Abilities Expo Bay Area
November/December	September 15	Abilities Expo DC



EACH ISSUE OF *AMPLITUDE* IS PACKED WITH:

- In-depth, inspirational **features**
- Our comprehensive **Living With Amplitude** section, which covers Health & Medicine, Adaptive Living, Transportation & Mobility, Science & Technology, Sports, and more
- **Calendar** of Events
- **Facilities Showcase**

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RATES AND OPTIONS



DISPLAY RATES

Standard Advertisements	1x	3x	6x	12x
Full page	\$3495	\$3300	\$3050	\$2800
2-page spread	\$5200	\$4950	\$4700	\$4500
2-page island	\$3750	\$3600	\$3400	\$3200
1/2 page horizontal	\$2700	\$2550	\$2350	\$2150
1/2 page vertical	\$2700	\$2550	\$2350	\$2150
1/4 page	\$2450	\$2300	\$2100	\$1900

All listed rates are gross amounts.

Premium Advertisements		6x
Back cover	Full page, 4-color, 6x run only	\$4795
Inside front cover	Full page, 4-color, 6x run only	\$4295
Inside back cover	Full page, 4-color, 6x run only	\$4295

FACILITIES SHOWCASE>

Includes: 100 words or less + logo, **\$550 per issue**



The most effective way to reach more than 20,000 amputees!

Advertise your facility and let us do all the work! Provide 100 words describing your practice, contact information and your company logo.

CALENDAR OF EVENTS

Word Count	Print & Online Price per issue	Online Only Price per 30 days
30 or fewer	\$50	\$35
31-40	\$60	\$40
41-50	\$70	\$45
51-60	\$80	\$50
61+	Contact Alyssa at 303.255.0843 for pricing.	

Promote upcoming events in our calendar.

All calendar advertising includes a logo. FREE online placement with paid print calendar ads during the months your ad appears in print.

Contact Alyssa for box ad pricing and other inquiries.

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AMPLITUDE-MEDIA.COM DIGITAL ADVERTISING

HOMEPAGE



TOP LEADERBOARD

728 pixels wide by 90 pixels tall

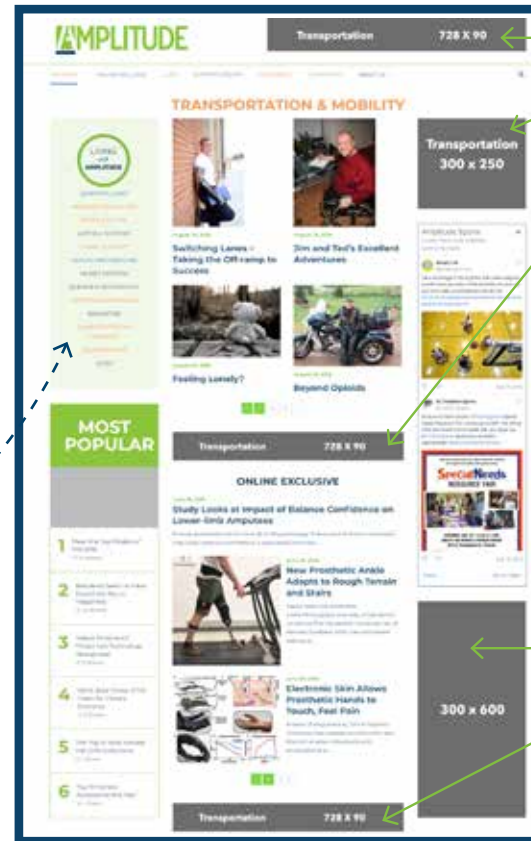
ROADBLOCK

300 pixels wide by 250 pixels tall

MIDDLE LEADERBOARD

728 pixels wide by 90 pixels tall

CATEGORY PAGE



TIER ONE SPONSORSHIP

TIER TWO SPONSORSHIP

- LIVING with AMPLITUDE**
- ADAPTIVE LIVING
- AMPUTEE TO AMPUTEE
- ARTS & CULTURE
- GETTING SUPPORT
- GIVING SUPPORT
- HEALTH AND MEDICINE
- MONEY MATTERS
- SCIENCE & TECHNOLOGY
- SPORTS & RECREATION
- EDUCATION
- TRANSPORTATION & MOBILITY
- RELATIONSHIPS
- MORE

LIST OF CATEGORY PAGES

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No rate increase for 2019!

RATES AND OPTIONS



WEBSITE ADVERTISING

Homepage		1 month	Category page	
Top leaderboard		\$900	Exclusive sponsorship	\$1500
Roadblock		\$600	Tier 1 sponsorship	\$950*
Middle leaderboard		\$500	Tier 2 Sponsorship	\$650
Calendar Listing		\$30		

* Full sponsorship with print commitment \$800

NEWSLETTER ADVERTISING

Homepage	1 month
Top leaderboard	\$800
Vertical Banner	\$700
Leaderboard	\$250
Calendar Listing	\$30



Delivered monthly to more than 16,200 subscribers!

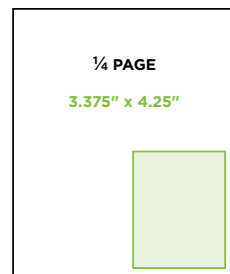
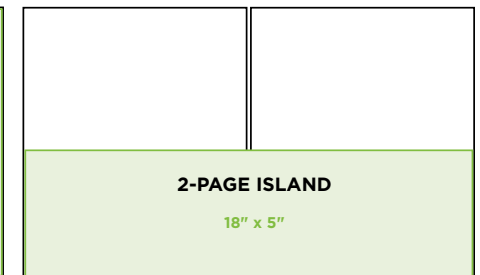
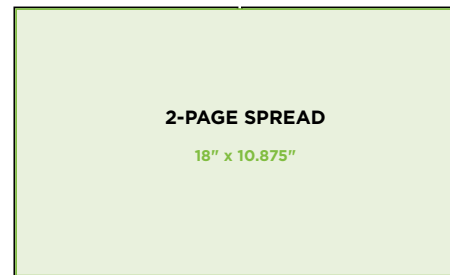
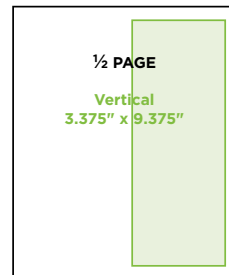
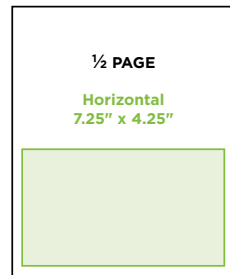
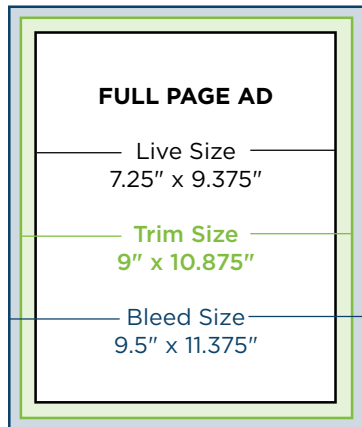
68%
of Amplitude readers use websites to find limb loss information.

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SPECIFICATIONS

AD SIZE	LIVE SIZE	TRIM SIZE	BLEED SIZE
Full page	7.25" x 9.375"	9" x 10.875"	9.5" x 11.375"
2-page spread	16.5" x 9.375"	18" x 10.875"	18.5" x 11.375"
2-page island	16.5" x 4.75"	18" x 5"	18.5" x 5.25"
1/2 page horizontal		7.25" x 4.25"	
1/2 page vertical		3.375" x 9.375"	
1/4 page		3.375" x 4.25"	



Digital File Requirements: *Amplitude* is produced in Adobe InDesign. Ad files should be submitted as press-resolution PDF files. If you include crop marks on your ad, please place these in the slug area, not in the bleed space. Please check your PDF files carefully before submitting. All ads will be printed as received.

Specifications: *Amplitude* is printed on 70# matte text, direct-to-plate on a web press with 150-line screen in 4-color. The trim size is 9 x 10.875". Bleeds of .25" are required. Keep text inside live area (inside trim by a minimum of .25" on all sides).

Effective Rate Date: January 2018 for all advertisements.

Frequency: 6 times per year in 2018.

Commissions and Discounts: Recognized agency commission is 15 percent of gross billing on space, provided the account is paid within 30 days of invoice date. After 30 days, gross billing is due in full. Mechanical preparation charges, calendar ads, and inserts are non-commissionable. Contracts MUST be signed to receive any discounts.

Payment Requirements: 30 days net from invoice date; 1.5 percent interest per month on past-due accounts. **ADVERTISER IS RESPONSIBLE FOR ANY DELINQUENT PAYMENTS BY RECOGNIZED AGENCIES.**

Extensions: If an extension date for material is agreed upon and material is not received, the advertiser will be charged for the space reserved and the most recent ad of the same size placed by the advertiser will be picked up to fill the space.

Cancellations: All cancellations must be made in writing 60 days prior to the closing date. If an ad is canceled for any reason, the publisher reserves the right to repeat a prior ad at the contracted rate. If an advertiser has not previously run an advertisement, the advertiser will be charged the contracted rate for a non-run ad.

Positions and Changes: *Amplitude* will make every attempt to honor ad position requests but reserves the right to adjust positions should layout or production conflicts arise. Under no circumstances will changes be made by the publisher to the content or design of any advertisement without written consent from the advertiser.

Text and vital images (such as logos) **must** reside in the live area. Make sure all art is CMYK and that all imagery is 300 dpi. Please supply ads as print-ready PDFs and email to ron@amplitude-media.com or upload to www.hightail.com/u/EDGE-Amplitude

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