

ODT

ORTHOPEDIC DESIGN & TECHNOLOGY

www.odtmag.com



Media Kit

2011

Entering its sixth 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, **Orthopedic Design & Technology** 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

“Orthopedic Design & Technology consistently and intelligently covers the medical device industry. The publication’s writers and editors focus on the topics and issues most important to orthopedic surgeons and allied professionals. As a global leader in musculoskeletal care, Zimmer truly appreciates the insight and attention to detail that Orthopedic Design & Technology brings to reporting on the trends that shape our industry.”

*Charles H. Young,
 VP of Corporate Communications
 Zimmer*

Reader Companies Include:

3M	DePuy	Karl Storz	Southland Medical
Acumed	DJO Inc.	Medtronic	Spinal Concepts
Aesculap	Encore Medical	NAMSA	Steris
Archus Orthopedics	Encision	NuVasive	Stryker
Arthrex	Exactech	Orthofix	Teleflex
Ascension Orthopedics	Globus Medical	OrthoPediatrics	Theken Spine
Becker Orthopedic	Hanger Prosthetics & Orthotics	Osteomed Corporation	U.S. Surgical
Biomet	Hayes Medical	Senocon	Wright Medical
Blackstone Medical	Invibio	Small Bone Innovations	Zimmer
Conmed Linvatec	Johnson & Johnson	Smith & Nephew	

*Publisher’s own data.

ODT Forum & ODT Expo

ODT Forum MEMPHIS, TN (April 27) • ODT Expo FT WAYNE, IN (September 14-15, 2011)

Two Great Industry Events in the Heart of Orthopedic Manufacturing



www.odtexpo.com



www.odtforum.com

For five years, the team at *Orthopedic Design & Technology* magazine has brought the industry's premiere OEM/supplier conference to one of the leading areas for orthopedic manufacturing—Ft. Wayne, Ind. The annual Orthopedic Design & Technology Conference and Exhibition consistently has brought together 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. Now, for the second year, ODT is the only company to cover all the orthopedic bases with programs in Indiana AND Memphis, Tenn.—the epicenters of orthopedic manufacturing in the United States and, arguably, the globe. For 2011, the ODT Forum returns to Tennessee, bringing its unique brand of education, interactive sessions and networking opportunities as well as a diverse cross section of industry professionals. This complete orthopedic conference package makes the ODT Forum and Expo the ultimate venues to learn, make new contacts, reconnect with colleagues and expand your business.

Company Capabilities and Buyer's Guide 2011/2012



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.

In addition, there are VERY SPECIAL advertising opportunities available, such as:

- Full Page 4/color ad and Full Pg 4/color Profile (spread) - \$3,395.00
- Full Page 4/color Profile (WE DO THE PRODUCTION FOR YOU) - \$2,295.00
- Logos AND Hyperlinks - \$695.00

ODTNow e-newsletter & odtmag.com

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.

Orthopedic Design & Technology's website is loaded with up-to-date news, feature articles, important industry data and the annual buyer's guide. Contact Patrick Browne at pbrowne@rodpub.com or 908-859-8431 to see how you can maximize your presence with the magazine's subscribers. Many online options are available.



"ODT has proven to be a successful strategic partner for Orchid. Not only is it specific to the orthopedic industry, it also focuses on the trends and future of our business. With ODT, we know that our marketing efforts are reaching our target audience and the staff is dedicated to creating valuable, strategically focused opportunities for involvement with our customers and partners within the industry."

Joe Zuzula
Director of Sales & Marketing, Orchid Orthopedic Solutions

2011 Editorial Calendar

January/February (Closing Date: January 10, 2011)

- Editorial Topics:**
- Evolution of Surgical Instrumentation and Delivery Systems
 - Six Sigma and Lean Manufacturing
 - Orthopedic Design Trends

Bonus Distribution: • American Academy of Orthopaedic Surgeons (AAOS)

March/April (Closing Date: February 28, 2011)

- Editorial Topics:**
- **ODT Forum Preview**
 - Product Research & Development
 - Material Selection
 - Biotechnology & Combination Products

Bonus Distribution: • MassMEDIC • FMMC Annual Meeting • ODT Forum

May/June (Closing Date: April 25, 2011)

- Editorial Topics:**
- Surface Modification & Coatings
 - Implant Manufacturing
 - Orthopedic Growth Sectors

Special Issue - 6th Annual Company Capabilities & Buyer's Guide (Closing Date: June 7, 2011)

July/August (Closing Date: July 13, 2011)

- Editorial Topics:**
- **Top Orthopedic Companies Report**
 - Machining & Tooling
 - Emerging Orthopedic Companies

Value Added: • Ad Study

September/October (Closing Date: August 12, 2011)

- Editorial Topics:**
- **ODT EXPO SHOW ISSUE**
 - Biocompatibility Testing
 - Outsourcing Best Practices
 - Emerging Technologies

Bonus Distribution: • ODT Expo • Design2Part - MA • Medica

November/December (Closing Date: October 24, 2011)

- Editorial Topics:**
- Rapid Prototyping
 - Global Manufacturing Hot Spots
 - Ensuring Quality
 - Year-in-Review

Value Added: • Manufacturers Capabilities Gallery

2011 Advertising Rates & Digital Files Specifications

Black & White Ad Rates

Size	1x	4x	6x	12x
Full Page	\$3,385	\$3,215	\$2,905	\$2,710
Two Thirds	\$2,710	\$2,580	\$2,350	\$2,130
Half Island	\$2,370	\$2,250	\$2,050	\$1,910
Half Page	\$2,205	\$2,090	\$1,905	\$1,755
One Third	\$1,715	\$1,620	\$1,470	\$1,355
One Quarter	\$1,410	\$1,295	\$1,190	\$1,105

Color Rates

Color	Page
standard**	\$650
matched*	\$775
metallic*	\$900
4 color*	\$1,050

❖ standard yellow, green, blue or red
* Per page or fraction
Effective January 1, 2010

Recruitment Rates

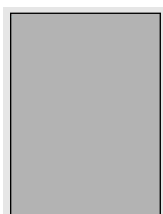
Full Page	\$2,500
2/3 Page	\$2,200
1/2 Page	\$1,700
1/4 Page	\$700
1/8 Page	\$350

Classified Advertising Rates* (per inch)

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

* classified rates are non-commissionable

Ad Sizes



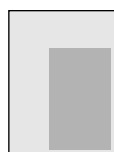
Full Page (bleed)
Trim: 8" x 10.75" (203mm x 273mm)
Bleed: 8.25" x 11" (209mm x 279mm)
Live Area: 7" x 10" (178mm x 254mm)

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)



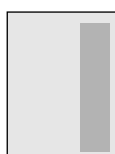
Half Page Horizontal
7" x 4.875"
(178mm x 124mm)



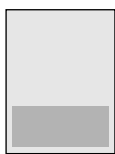
Half Page Vertical
3.375" x 9.5"
(85mm x 241mm)



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. 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, TRANSMIT, 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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