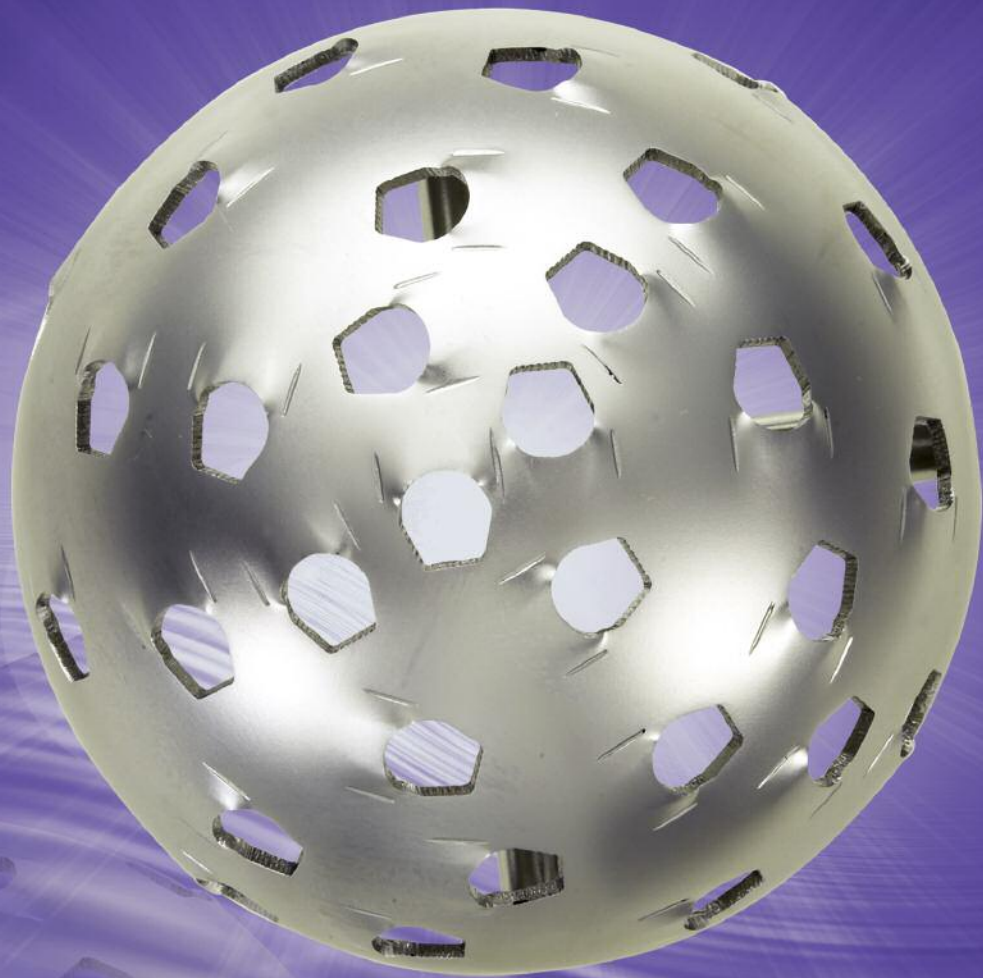


# Orthopedic

Design & Technology

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



**2009  
Media Kit**

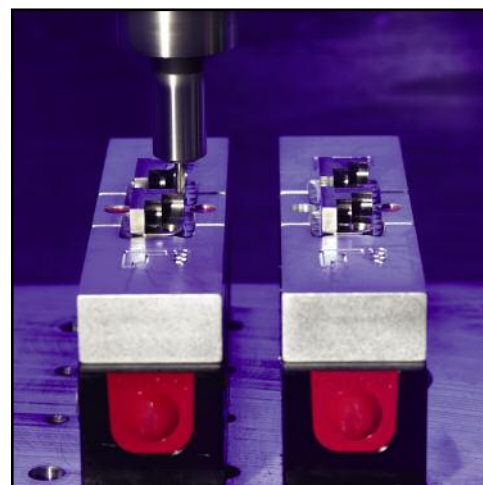


Photo courtesy of Miltronics & Skye Trust Technologies

**O** *Orthopedic Design & Technology* is devoted to the highly specialized field of orthopedic product manufacturing. Our in-depth coverage includes comprehensive feature articles, industry news, trends and up-to-date information on technological advances in this fast-growing market segment.

Departments and columns discuss new products and services and insights from orthopedic manufacturers and suppliers. With a subscriber base of 7,500, each issue reaches key decision makers who look to *Orthopedic Design & Technology* as their No. 1 source for information.

*Orthopedic Design & Technology* is brought to you by Rodman Publishing, the publisher of *Medical Product Outsourcing*, a leading source of information for medical device outsource manufacturing.

## Circulation

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

### Primary Business

- Orthopedic Implant Manufacturer
- Orthopedic Instrument Manufacturer
- Orthopedic Accessories Manufacturer
- Raw Materials Manufacturer
- Biologics Manufacturer
- 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



Photo courtesy of Wright Medical

### Reader Companies Include:

3M	Conmed Linvatec	Johnson & Johnson	Smith & Nephew
Abbott Spine	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

\*Publisher's own data.

# Editorial Topics

**Orthopedic Design & Technology** publishes the most informative mix of departments, columns and feature articles in every issue. Readers will find relevant news and in-depth coverage of the trends and technology impacting orthopedic product development and manufacturing. With well-researched features by our experienced staff and industry experts, **Orthopedic Design & Technology** offers orthopedic manufacturers a wealth of information to help with everyday challenges. Here is a sample of editorial topics and our departments and columns:

## 2009 Columns and Departments

- News Front
- Regulatory Viewpoint
- Reimbursement Insights
- Financial Perspective
- People & Industry News
- Market Snapshot
- Industry Calendar

## 2009 Additional Editorial Topics

- Engineering Challenges
- Global Perspectives
- IP Issues
- Materials Development
- Market Growth & Consolidation
- Raising Capital Investment
- Technological Advances

## ODT Conference & Exhibition: Oct 7-9, 2009 Ft. Wayne, IN

One of the industry's leading events, the annual Orthopedic Design & Technology Conference and Exhibition brings 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. Interactive sessions, networking opportunities, a diverse cross section of industry professionals and an active exhibit hall make the ODT Expo the premier venue to learn, make new contacts, reconnect with colleagues and do business.



[www.odtexpo.com](http://www.odtexpo.com)

**\*For additional information on sponsorships, exhibiting, speaking and attending, please contact Howard Revitch ([howard@rodpub.com](mailto:howard@rodpub.com)) at 201-825-2552 x343**



## Company Capabilities and Buyer's Guide ... in print and online!

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 web site listing. The **Buyer's Guide** section includes product and service listings. This issue will be distributed at major industry shows and events.

**Special Pricing is available...please contact your account executive [www.odtmag.com](http://www.odtmag.com)**

**Orthopedic Design & Technology's** Web site is loaded with up-to-date news, feature articles, important industry data and the buyer's guide. Contact your account executive to see how you can maximize your presence to the reader of the magazine.



# 2009 Editorial Calendar

## January/February (Closing Date: January 16, 2009)

- Editorial Topics:**
- Surgical Instrumentation and Delivery Systems
  - Biocompatibility, Testing and Analysis
  - Supply Chain Management
  - Sector Spotlight: Prosthesis

**Value Added:** • Web Showcase

**Bonus Distribution:** • American Academy of Orthopaedic Surgeons • Interphex

## March/April (Closing Date: February 26, 2009)

- Editorial Topics:**
- Product R&D and Design
  - Materials Evolution: Plastics and Ceramics
  - Sector Spotlight: Pediatric Orthopedics

**Value Added:** • Logo Link

**Bonus Distribution:** • MassMedic Annual Meeting/Design2Part - PA

## May/June (Closing Date: April 24, 2009)

- Editorial Topics:**
- Implant Manufacturing
  - Surface Modification and Coatings
  - Sector Spotlight: Joint Reconstruction

**Value Added:** • Manufacturers Capabilities Gallery

## Special Issue - 4th Annual Company Capabilities and Buyer's Guide (Closing Date: June 2, 2009)

## July/August (Closing Date: July 10, 2009)

- Editorial Topics:**
- **Top Orthopedic Companies Report**
  - Machining and Tooling
  - Software Solutions
  - Sector Spotlight: Biologics

**Value Added:** • Ad Study

**Bonus Distribution:** • Design2Part - MD • Medical Device Canada

## September/October (Closing Date: August 25, 2009)

- Editorial Topics:**
- **ODT EXPO SHOW ISSUE**
  - Materials Evolution: Metals
  - Sector Spotlight: Sports Injuries

**Value Added:** • Web Showcase

**Bonus Distribution:** • ODT EXPO/Design2Part - MA

## November/December (Closing Date: October 20, 2009)

- Editorial Topics:**
- Rapid Prototyping
  - Sterilization and Packaging
  - Sector Spotlight: Spine

**Value Added:** • Logo Link

# 2009 Advertising Rates & Digital Files Specifications

## Black & White Ad Rates

Size	1x	4x	6x	12x
Full Page	\$3,335	\$3,175	\$2,885	\$2,675
Two Thirds	\$2,665	\$2,540	\$2,310	\$2,090
Half Island	\$2,335	\$2,220	\$2,020	\$1,880
Half Page	\$2,175	\$2,060	\$1,875	\$1,725
One Third	\$1,685	\$1,590	\$1,440	\$1,325
One Quarter	\$1,380	\$1,270	\$1,155	\$1,085

## Color Rates

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

\* standard yellow, green, blue or red  
\* Per page or fraction

## Classified Advertising Rates (Per Inch)

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

\* classified rates are non-commissionable

## Recruitment Rates

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

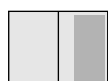
## Ad Sizes



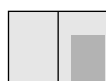
Spread  
16.5" x 11"  
Trim: 178mm x 253mm  
Bleed: 209mm x 279mm



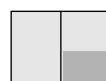
Full Page  
7" x 10"  
Trim: 178mm x 253mm  
Bleed: 209mm x 279mm



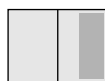
Two Thirds  
4.5" x 9.5"  
Trim: 114mm x 241mm



Half Island  
4.5" x 7.5"  
Trim: 114mm x 190mm



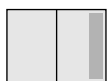
Half Page Horizontal  
7" x 4.875"  
Trim: 178mm x 253mm



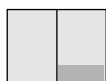
Half Page Vertical  
3.375" x 9.5"  
Trim: 85mm x 241mm



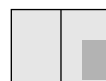
One Third Horizontal  
4.5" x 5"  
Trim: 114mm x 127mm



One Third Vertical  
2.125" x 9.5"  
Trim: 54mm x 241mm



One Quarter Horizontal  
7" x 2.375"  
Trim: 178mm x 60mm



One Quarter Vertical  
3.375" x 4.875"  
Trim: 85mm x 123mm

**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. Backup/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.

## Digital File Specifications

- ORTHOPEDIC DESIGN & TECHNOLOGY uses the industry standard PDF/X1-a workflow. All material submitted must meet the X1-a requirements. See the prepress section of our website for more information:  
[www.rodmanpublishing.com/prepress](http://www.rodmanpublishing.com/prepress).

- All artwork must be 300 dpi at 100% repro size except for vector art saved in EPS format.
- All ads must be saved in CMYK format.
- Acceptable file formats: .pdf, .tif, .eps, .jpg or .psd.

- **Acceptable application files include:** QuarkXpress, Adobe InDesign, Photoshop & Illustrator. Mac-based files are required. Please include all Mac fonts as well as all embedded and linked images.

- **SWOP-compliant contract proofs are required for all color ads.**

- Files smaller than 6MBs in size can be sent via e-mail. Larger files should be submitted via FTP or on CD.

- **Changes or corrections** to the file 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 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, TRANSMIT, 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:

[www.rodmanpublishing.com/prepress](http://www.rodmanpublishing.com/prepress)

### 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.

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## Rodman Publications



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