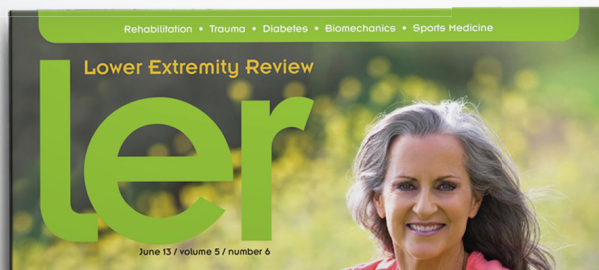
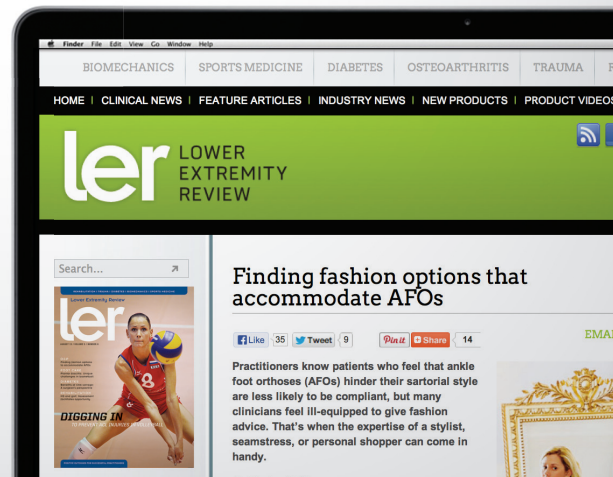
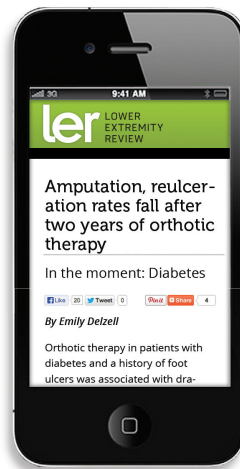


REHABILITATION
TECHNOLOGY
DIABETES
BIOMECHANICS
SPORTS MEDICINE



2014 MEDIA KIT

The only publication that reaches a multi-disciplinary group of practitioners.



Welcome



If you have a lower extremity product or service that appeals to different market segments, then LER is the right publication for you!

LER's comprehensive approach to the lower extremity market provides your company with the most complete environment for advertising your product. The combination of the multi-disciplinary readership and outcome-focused editorial offers more value for your marketing dollar.

As you review the media kit, you will notice that LER offers many print and digital opportunities. Understanding the way the different components work together is our specialty.

LER is your partner when it comes to creating a media plan that will actually work. Whether it be print advertising, special editorial projects, customized on-line programs, public relations,

or any combination of the above, we take the time to work with each and every company to create the best integrated marketing plan for you.

Give me a call to discuss your 2014 strategy, and let LER help expand your market, strengthen your brand, and grow your sales.

Best regards,

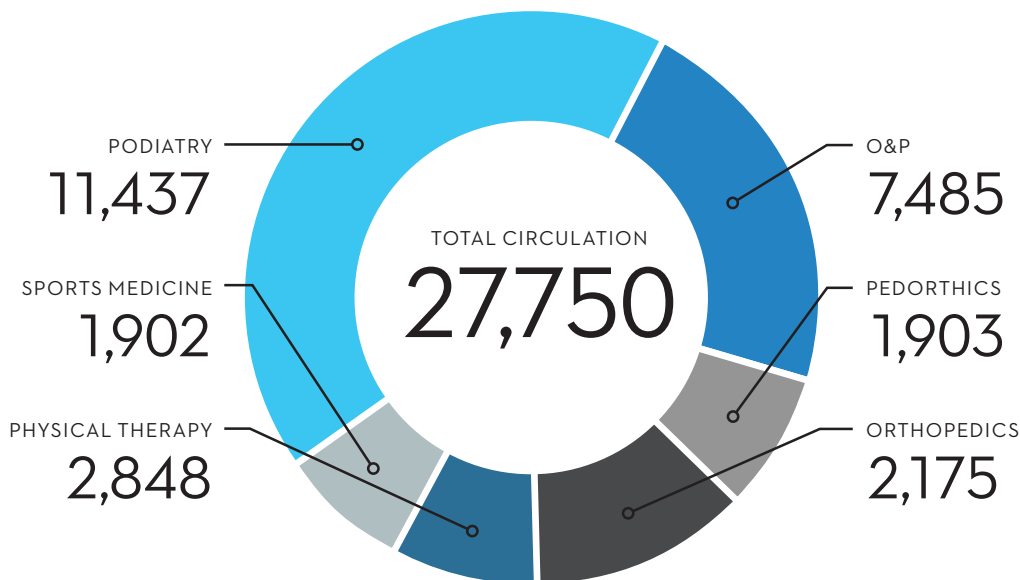
Rich

RICHARD DUBIN,
FOUNDER AND PUBLISHER

Readership

Lower Extremity Review is a multi-disciplinary collaboration that provides a practical approach to treating the lower extremity. LER bridges the information gap between practitioners and manufacturers with an emphasis on outcomes.

In an ever-changing healthcare system, practitioner collaboration is of the utmost importance. LER offers the only multi-disciplinary group of practitioners ready to respond to your marketing message.



Advertise in LER to reach readers who buy your products.

- [PREFAB ORTHOSES](#)
- [CUSTOM ORTHOSES](#)
- [BRACES/SUPPORTS](#)
- [FOOTWEAR](#)
- [WOUND CARE](#)
- [REHABILITATION](#)
- [TECHNOLOGY](#)

Social Media



LER reaches your buyers wherever they are with complete social media integration.

For advertising opportunities, proposals or for more information, contact Rich Dubin:

(518) 221-4042 OR (518) 452-6898

RICH@LOWEREXTREMITYREVIEW.COM

LOWEREXTREMITYREVIEW.COM

Print



Print advertising is still the #1 method of reaching today's practitioner. Advertise your lower extremity product to LER's multi-disciplinary readership.

Custom opportunities:

OUTSERTS

Include your flyer or catalog in the polybag with LER for less than the cost of postage

CUSTOM REPRINTS

Include your ad with an article from the LER archives

LIST RENTALS

Our readership will respond to your direct mail marketing message

Ad specs:

FULL PAGE ADS NO CROP MARKS

Trim size: 8.375" x 10.875"

No bleed: 7.625" x 10"

With bleed: 8.625" x 11.125"

NEED 0.125" bleed all around.

Keep all text 0.25" from trim edge.

1/2 PAGE ADS NO BLEEDS AND NO CROP MARKS

Vertical 3.687" x 9.794"

Horizontal 7.625" X 4.849"

1/4 PAGE ADS NO BLEEDS AND NO CROP MARKS

Vertical 3.687" x 4.849"

FILES ACCEPTED:

Press-ready pdfs, Indesign, Illustrator, photoshop, Quark. All color to CMYK.

0.125" bleed if the ad bleeds. For

Indesign and Quark - include all

images and fonts.

Rates - all 4-color

SIZE	1X	3X	6X	12X
1 PAGE	4,700	4,400	4,100	3,700
1/2 VERT	2,650	2,450	2,250	2,150
1/2 HOR	2,650	2,450	2,250	2,150
1/4 PAGE	1,625	1,425	1,325	1,225

Advertiser Deadlines

ISSUE	RESERVE SPACE	SUBMIT AD
JAN	12/20/13	12/27/13
FEB	1/19/14	1/26/14
MAR	2/19/14	2/26/14
APR	3/19/14	3/26/14
MAY	4/18/14	4/25/14
JUN	5/16/14	5/23/14
JUL	6/18/14	6/25/14
AUG	7/18/14	7/25/14
SEP	8/19/14	8/26/14
OCT	9/18/14	9/25/14
NOV	10/17/14	10/24/14
RESOURCE GUIDE	11/19/14	11/26/14

LER Resource Guide – #1 in Print & Online

The LER Resource Guide is the most comprehensive guide to products and services in the lower extremity marketplace online and in print. It is the first choice practitioners turn to and is distributed at every major trade show throughout the year. Make the Resource Guide part of your 2014 marketing plan.

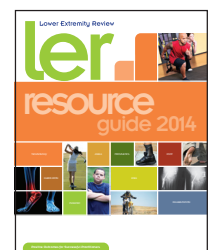
Print Advertising – Your ad appears in the specific product sections

Enhanced Listings – Set your company apart from the competition and include your product photo, logo and description in relevant categories

Full Page Company Profile – Have a full page article written about your company by a member of the LER editorial team

Category Banners – Exclusive product category banners on lerresourceguide.com

New for 2014 – We are tagging your profile and listings so they will appear alongside relevant content on lowerextremityreview.com, thus enhancing your visibility and increasing value. The Resource Guide will also be available on the iPad for the first time, with such advantages as one-touch calling, email and web.



Online – LowerExtremityReview.com

The LER platform offers comprehensive interactive online solutions to maximize your brand's message for today's busy practitioner. Expand your reach by adding a customized online component to your marketing program.

VIDEOS

Show how a product works and capture the attention of the viewer in the LER Video Resource Center

EMAIL BLAST SPONSORSHIP

Feature your message in our weekly email blast to 10,000+ opt-in subscribers or customize your own email blast to promote your product or service.

KEY WORD SEARCH/HOT LINK

Sponsor a key word associated with your business to drive traffic back to your website.

MICROSITE

Topic specific content with link and sponsorship



65,000

UNIQUE VISITORS
PER MONTH

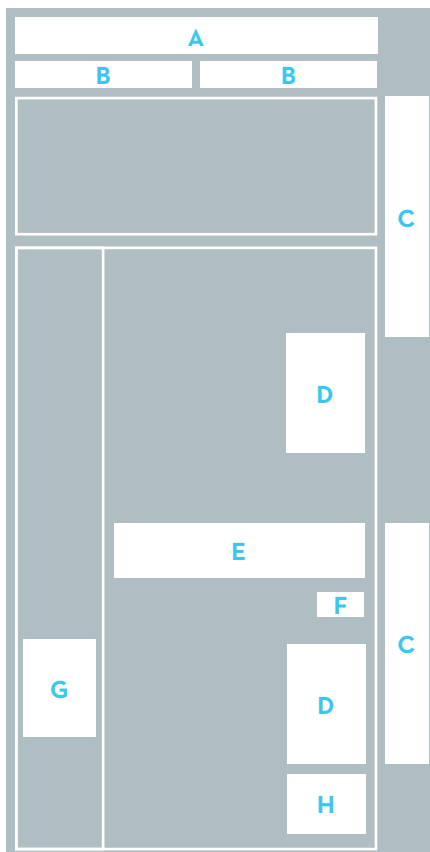
95,000

UNIQUE PAGE VIEWS
PER MONTH



5:42

AVERAGE TIME SPENT
READING ARTICLES



Banner Ads:

Heighten awareness of your company or product alongside relevant content with an exclusive banner ad.

- A** - Large leaderboard ad: 920x90 \$1,050/mo.
- B** - Small leaderboard ad: 450x60 \$650/mo.
- C** - Skyscraper ad (right column): 160x600 \$650/mo.
- D** - Large vertical banner (in page): 200x300 \$550/mo.
- E** - Sponsored ad (in page): 640x150 \$750/mo.
- F** - Hot button (in page): 20x60 \$400/mo.
- G** - Vertical banner ad (left column): 180x242 \$550/mo.
- H** - Small horizontal button (in page): 200x150 \$450/mo.



20,000+

MONTHLY VISITORS VIA
MOBILE DEVICES

LER iOS App:

In response to the ever-growing mobile marketplace, LER is now available for the iPhone or iPad.

The LER App includes original content with limited advertising to enhance user experience. Include your ad and video and take advantage of this exclusive opportunity.

For advertising opportunities, proposals or for more information, contact Rich Dubin:

(518) 221-4042 OR (518) 452-6898
RICH@LOWEREXTREMITYREVIEW.COM
LOWEREXTREMITYREVIEW.COM

Looking for LER's editorial calendar? Sorry, we don't have one. Here's why:



LER strives to provide editorial content that is not just informative but also current, reflecting specific topics that practitioners are buzzing about at any given time. Those timely topics just can't be anticipated a year in advance. What we can anticipate is that every single issue of LER will feature content that spans a range of lower extremity conditions, from knee pain to orthotic devices to diabetic foot care. So all lower extremity practitioners have reason to read LER—every issue, every month.

Editorial

Editorial Content includes:

In The Moment: Cutting-edge news from national and international scientific conferences and the medical literature

Literature Reviews: Evidence-based medicine, from a practical perspective

Feature Articles: Journalistic analyses that go beyond the literature

Patient Perspective: Experiences and insights that can help inform clinical practice

Market Mechanics: Coverage of product-specific studies and other industry developments

New Products: Photos and descriptions of new lower extremity products

Subject areas include:

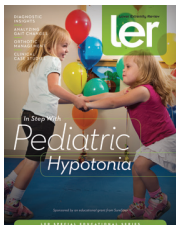
- FOOT ORTHOSES
- KNEE BRACES
- ANKLE BRACES
- DIABETES
- MATERIALS
- FOOTWEAR
- NEUROMUSCULAR DISORDERS
- SPORTS MEDICINE
- REHABILITATION
- PROSTHETICS
- TRAUMA
- OSTEOARTHRITIS
- PLANTAR FASCIITIS
- PEDIATRICS

International Coverage:

Some of the most important lower extremity research is being done outside the US, and LER goes the distance to bring those findings to our readers. International experts regularly appear as sources in LER feature articles, and we've won awards for our exclusive on-site coverage of global conferences from Monaco, Germany, the Netherlands, the UK, and Australia.

Custom Content

LER generates in-depth exclusive content for a specific area of interest. Your sponsorship highlights your commitment to education and heightens your position as a market leader. Below are samples of our projects.



Mini-magazine:

A stand-alone publication polybagged with LER, "In Step With Pediatric Hypotonia" covered diagnostic challenges, gait analysis, and orthotic management. *Sponsored by an educational grant from SureStep.*



Conference Coverage:

For three consecutive years, LER has provided exclusive coverage of the Orthotics Technology Forum, most recently in Atlanta, GA. *Sponsored by an educational grant from Delcam.*



Sponsored Column:

The quarterly Vascular Viewpoint column focused on management of lower extremity vascular issues. *Sponsored by an educational grant from Medi USA.*



Special Section:

"Kid Stuff," LER's annual multi-sponsored pediatric clinical news update, features news and analysis specifically tailored to pediatric lower extremity topics. *Sponsored with educational grants from Allard USA, Cascade Dafo, Keeping Pace, MD Orthopaedics, Stable Step, and SureStep.*

Marketing and Consulting Services

With 24+ years experience in medical marketing and publishing, we have established a solution-oriented, “out of the box,” full-service, integrated marketing and consulting firm to meet the needs of all clients big and small. Bring us your idea, marketing challenge, and budget and we promise to develop a strategy that maximizes the budget and gains the most exposure in print and online to generate the greatest ROI.

Services that we offer include:

- **AD DESIGN AND LAYOUT**
- **LOGO CREATION**
- **GRAPHIC DESIGN**
- **PHOTOGRAPHY**
- **COPY WRITING**
- **BROCHURES, FLYERS, BUSINESS CARDS, ETC**
- **PRINTING**
- **WEBSITE DESIGN AND CREATION**
- **PUBLIC RELATIONS**
- **VIDEO PRODUCTION AND EDITING**
- **CUSTOM FACEBOOK PAGE**
- **TRADE SHOW BOOTH CREATION**
- **SOCIAL MEDIA MANAGEMENT**



LER show schedule

JANUARY 24-26

New York Podiatric Clinical Conference
New York, NY

JANUARY 26-29

Pacific Rim Conference
Waikoloa, HI

FEBRUARY 3-6

American Physical Therapy Association Combined Sections
Las Vegas, NV

FEBRUARY 4-7

Hanger Education Fair
Las Vegas, NV

FEBRUARY 26-MAR 1

American Academy of Orthotists and Prosthetists
Chicago, IL

FEBRUARY 27-

MARCH 2
American College of Foot and Ankle Surgeons
Kissimmee, FL

MARCH 5-8

Association of Children's Prosthetic-Orthotic Clinics
Anaheim, CA

MARCH 11-15

American Academy of Orthopaedic Surgeons
New Orleans, LA

MARCH 20-22

Diabetic Foot Global Conference
Los Angeles, CA

APRIL 3-6

Midwest Podiatry Conference
Chicago, IL

APRIL 8-11

International Foot and Ankle Biomechanics
Busan, Korea

APRIL 10-12

IOC World Conference
Monaco

APRIL 24-27

World Congress on Osteoarthritis
Paris, France

MAY 27-31

American College of Sports Medicine
Orlando, FL

JUNE 11-14

American Physical Therapy Association
Charlotte, NC

JUNE 19-22

Western Foot And Ankle Conference
Anaheim, CA

JUNE 25-28

National Athletic Trainers' Association
Indianapolis, IN

JULY 6-11

World Congress of Biomechanics
Boston, MA

JULY 10-13

American Orthopaedic Society for Sports Medicine
Seattle, WA

JULY 12-16

International Society of Biomechanics in Sports
Johnson City, TN

JULY 24-27

American Podiatric Medical Association
Honolulu, HI

JULY 30-AUGUST 2

National Association of Orthopaedic Technologists
Atlanta, GA

AUGUST 6-9

American Association of Diabetes Educators
Orlando, FL

SEPTEMBER 6-9

American Orthotic & Prosthetic Association
Las Vegas, NV

SEPTEMBER 21-23

American Orthopaedic Foot & Ankle Society
Chicago, IL

OCTOBER 9-11

Diabetic Limb Salvage
Washington, DC

OCTOBER 24-26

Pedorthic Footwear Association
Orlando, FL

NOVEMBER 5-8

APTA Private Practice
Colorado Springs, CO

NOVEMBER 13-16

American Academy of Physical Medicine & Rehabilitation
San Diego, CA