

REHABILITATION
TRAUMA
DIABETES
BIOMECHANICS
SPORTS MEDICINE



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

Learn how LER can help grow your business!

Welcome



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

Welcome to LER, where we treat every customer as an individual. We listen and understand your specific marketing needs and craft a custom program that makes the most of your advertising budget. There is no one program that fits all. And with more than 40 years in the lower extremity space, the LER team understands the dynamics of this ever changing market and how your product or service best fits into it.

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.

Even if you do not have an ad or online presence, the LER team can help you! We will design your logo, set up a photo shoot, create your ad, build your website, or establish a social media presence that places your company in front of your customer.

Give me a call to discuss your 2017 strategy, and let LER help expand your market, strengthen your brand, and grow your sales.

Best regards,

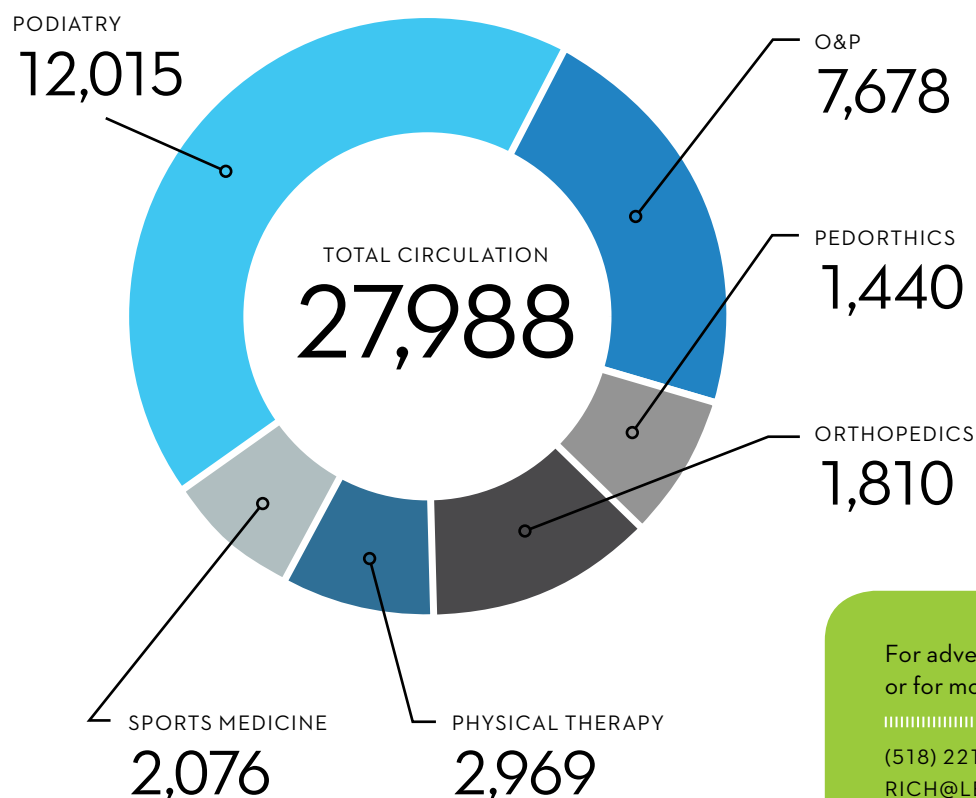
Rich

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](#)

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

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(518) 221-4042 OR (518) 452-6898
RICH@LERMAGAZINE.COM
LERMAGAZINE.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
- 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
- FOOTWEAR
- NEUROMUSCULAR DISORDERS
- SPORTS MEDICINE
- REHABILITATION
- PROSTHETICS
- OSTEOARTHRITIS
- PLANTAR FASCIITIS
- PEDIATRICS

TARGETED QUARTERLY PUBLICATIONS - TOPIC-FOCUSED MAGAZINES POLYBAGGED WITH LER

LER Pediatrics: (Feb., May, Aug., Nov.)

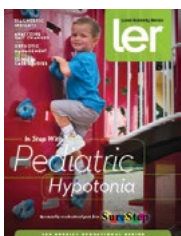
Coverage includes topics such as bracing, foot orthoses, footwear, gait analysis, rehabilitation, and sports medicine.

LER Foot Health (March, June, Sept, Dec)

Foot-specific coverage includes clinical news, literature analysis, product showcases, and business profiles.

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.



Sponsored Column:

The monthly "Orthotic Devices For The Win" column focused on orthotic management of sports-related injuries. Sponsored by an educational grant from Medi USA.



Conference Coverage:

For five consecutive years, LER provided exclusive coverage of the Ortho Technology Forum. Sponsored by an educational grant from Delcam.



Mini-magazine:

The stand-alone publication "Orthotic management of CMT" was mailed to patients with CMT as well as readers of LER. Sponsored by an educational grant from the Charcot-Marie-Tooth Association, which called it "the single best project that we have ever sponsored."

Online – LERmagazine.com

The LER digital 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

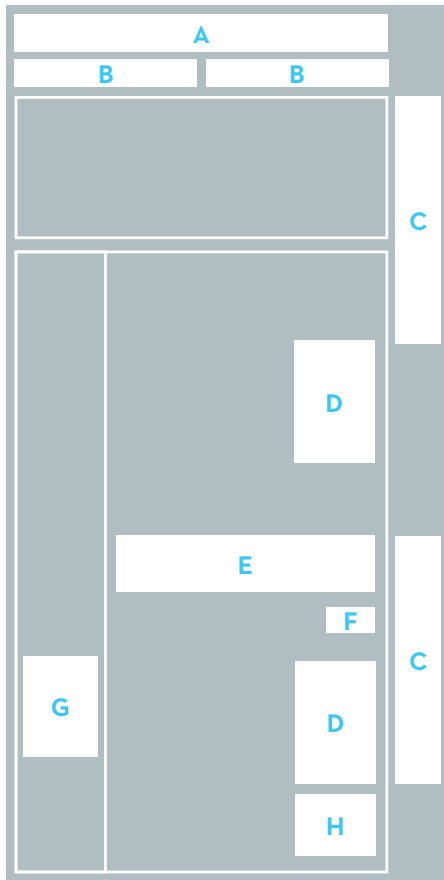
Show how a product works and capture the attention of the viewer in the LER Video Resource Center

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



Banner Ads:

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

- A - Large leaderboard ad: 920x90 \$1,200/mo.
- B - Small leaderboard ad: 450x60 \$750/mo.
- C - Skyscraper ad (right column): 120x600 \$750/mo.
- D - Large vertical banner (in page): 200x300 \$650/mo.
- E - Sponsored ad (in page): 640x150 \$850/mo.
- F - Hot button (in page): 20x60 \$500/mo.
- G - Vertical banner ad (left column): 180x242 \$650/mo.
- H - Small horizontal button (in page): 200x150 \$550/mo.



129,000

UNIQUE VISITORS
PER MONTH

230,000

UNIQUE PAGE VIEWS
PER MONTH



5:56

AVERAGE TIME SPENT
READING ARTICLES

E-blast Advertising Opportunities

11,000+ subscribers have chosen to receive LER content via email. Promote your product or service in this weekly e-blast.

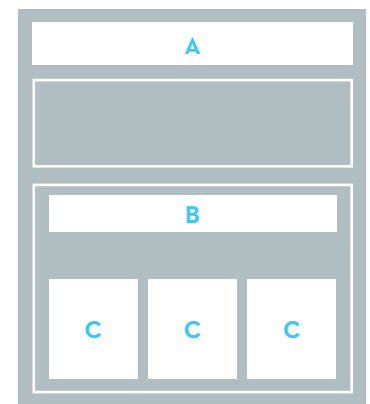
We can also create your own dedicated e-blast to this unique group.

Banner Ads:

- A - Large leaderboard ad: 570x78 \$1,600/mo.
- B - Inside leaderboard ad: 550x55 \$1,400/mo.
- C - Sponsored Product ad: 550x200 \$1,500/mo.

11,785+

UNIQUE OPT-IN SUBSCRIBERS





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

Need marketing assistance?

With 40+ years combined experience in medical marketing and publishing, we have established a full-service advertising firm to assist the needs of all clients big and small. We offer ad design and layout, photography, website development, public relations, video production and editing, social media management and much more.

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	4,975	4,675	4,375	3,975
VERT	2,875	2,675	2,475	2,375
HOR	2,875	2,675	2,475	2,375
1/4 PAGE	1,800	1,600	1,500	1400

Advertiser Deadlines

ISSUE	RESERVE SPACE	SUBMIT AD
JAN	12/16/16	12/30/16
FEB	1/13/17	1/20/17
MAR	2/10/17	2/17/17
APR	3/10/17	3/17/17
MAY	4/7/17	4/14/17
JUN	5/5/17	5/12/17
JUL	6/9/17	6/16/17
AUG	7/7/17	7/14/17
SEP	8/11/17	8/18/17
OCT	9/8/17	9/15/17
NOV	10/6/17	10/13/17
RESOURCE GUIDE	11/10/17	11/30/17

LER Resource Guide – #1 in Print & Online

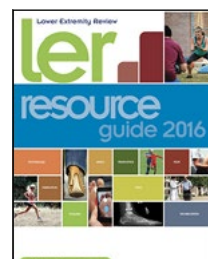
The LER Resource Guide is the most comprehensive guide to products and services in the lower extremity marketplace online and in print. It is the first choice practitioners turn to and is distributed at every major trade show throughout the year. Make the Resource Guide part of your 2017 marketing plan.

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

Print Advertising – Your ad appears in the specific product sections

Full Page Company Profile – Have a full page article written about your company

Category Banners – Exclusive product category banners on lerresourceguide.com



Mobile Advertising

With over 49,000 monthly LERmagazine.com visitors via mobile devices, it isn't a surprise that the future of advertising is in mobile marketing. Because of the limited real estate that is inherent with this platform, LER will limit its on-page advertising space to focus on content. That means that this precious space is of great value to you as an advertiser. The site features responsive technology, which means your mobile ads will resize based on the user's screen resolution.

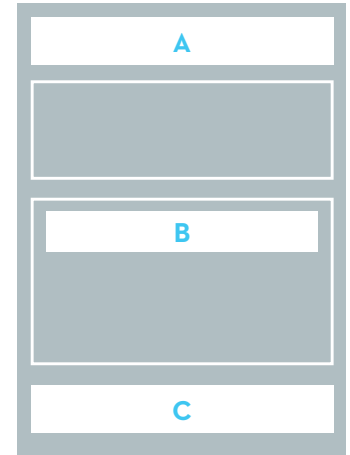
49,000+

MONTHLY VISITORS VIA
MOBILE DEVICES



Banner Ads:

- A** - Top leaderboard ad:
570x78 \$1,600/mo.
- B** - Inside leaderboard ad:
550x55 \$1,400/mo.
- C** - Bottom leaderboard ad:
550x200 \$1,500/mo.



Social Media



Social media reaches your buyers wherever they are. Learn how LER can expand your social media presence.

FACEBOOK: 25,000+ likes • **MONTHLY POST VIEWS:** 128,000+
YOU TUBE: 105,000+ video views • **TWITTER:** 3,000+ followers

LER show schedule

JANUARY 27-29

NY Podiatry Clinical Conference
New York, NY

JANUARY 30- FEBRUARY 3

Hanger Ed Fair
Las Vegas, NV

FEBRUARY 15-18

APTA Combined Sections Meeting
San Antonio, TX

FEBRUARY 27-MARCH 2

American College of Foot and Ankle Surgeons
Las Vegas, NV

MARCH 1-4

American Academy of Orthotists and Prosthetists
Chicago, IL

MARCH 14-18

American Academy of Orthopaedic Surgeons
San Diego, CA

MARCH 16-18

IOC World Conference on Prevention of Injury and Illness in Sport
Monaco

MARCH 22-25

Association of Children's Prosthetic-Orthotic Clinics
Broomfield, CO

MARCH 23-25

Diabetic Foot Global Conference
Houston, TX

APRIL 21-22

Pedorthic Association of Canada
London, Ontario

APRIL 27-30

Midwest Podiatry Conference
Chicago, IL

APRIL 27-30

Osteoarthritis Research Society International World Congress
Las Vegas, NV

MAY 8-11

International Society for Prosthetics and Orthotics
Cape Town, South Africa

MAY 30- JUNE 3

American College of Sports Medicine
Denver, CO

JUNE 7-8

Neurological Rehabilitation Therapy & Technology
London, England

JUNE 21-24

American Physical Therapy Association
Boston, MA

JUNE 22-25

Western Foot and Ankle Conference
Anaheim, CA

JUNE 26-29

National Athletic Trainers' Association
Houston, TX

JULY 2-5

European Society of Biomechanics
Seville, Spain

JULY 18-20

International Patellofemoral Pain Research Retreat
Brisbane, Australia

JULY 12-15

American Orthopaedic Foot & Ankle Society
Seattle, WA

JULY 20-23

American Orthopaedic Society for Sports Medicine
Toronto, Canada

JULY 27-30

American Podiatric Medical Association
Nashville, TN

AUGUST 4-7

American Association of Diabetes Educators
San Diego, CA

AUGUST 8-11

American Society of Biomechanics
Boulder, CO

AUGUST 16-19

National Association of Orthopaedic Technologists
San Diego, CA

SEPTEMBER 6-9

American Orthotic & Prosthetic Association
Las Vegas, NV

SEPTEMBER 15-17

International Ankle Symposium
Chapel Hill, NC

OCTOBER 9-11

Pacific Rim Conference
Honolulu, HI

OCTOBER 12-15

American Academy of Physical Medicine & Rehabilitation
Denver, CO

NOVEMBER 1-4

APTA Private Practice
Chicago, IL