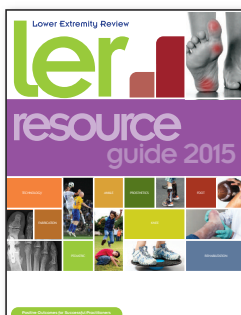
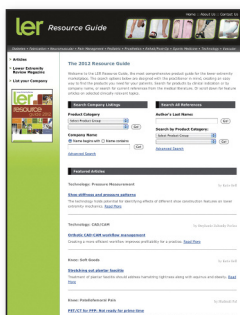


# LER Resource Guide Reaches over 100,000

lermagazine.com



Print



Online



E-dition



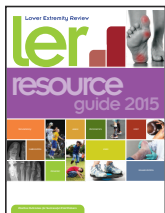
iPad App

lerresourceguide.com

Make Sure  
Your Products  
ARE SEEN  
Where Practitioners  
ARE LOOKING.

The LER Resource Guide is the most comprehensive catalog for products and services in the lower extremity market. The print version, online database, digital e-dition, and iPad offer practitioners a multi level resource that they refer to throughout the year. Advertise in this key issue and be showcased on all platforms.

## Print



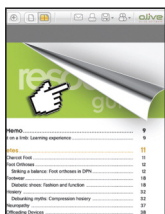
The LER Resource Guide print version circulates in December to our entire readership of 27,750. For added exposure, bonus distribution of 2,250 is offered throughout the year at every major trade show in all specialties.

## Online



The LER Resource Guide online database is a dedicated dynamic website that provides practitioners with a useful tool for easy access to your company information and products.

## E-dition



The LER Resource Guide digital e-dition is a virtual publication that allows practitioners to experience the Resource Guide as if it was in their hands. This fully interactive tool provides a complete and seamless networking opportunity for your company.

## iPad App



The Resource Guide is available on the iPad with such advantages as one-touch calling, email, web, and video.

518-452-6898 • 518-221-4042

Maximize your exposure  
in print and online

**Bronze Listing**  
**\$125**  
**Two FREE**  
**(Value \$250)**

**Your Company**  
Anywhere Street  
Anytown, USA 22222  
Toll Free: 866/866-XXXX  
[www.YourCompany.com](http://www.YourCompany.com)

Move to the front of the list and stand out from the competition with these enhanced listing opportunities. Your logo, web address, and product photo are all linked to your website in the online database, digital e-dition, and iPad App.

**Silver Listing**  
**\$250**

Increase your visibility by adding your company logo.

Your  
Logo  
Here

**Your Company**  
Anywhere Street  
Anytown, USA 22222  
Toll Free: 866/866-XXXX  
[www.YourCompany.com](http://www.YourCompany.com)

**Gold Listing**  
**\$500**

Detail your product information by adding a 50 word description along with your logo.

Your  
Logo  
Here

*dkf diguia dgkdfga'or tuqg jfs jz  
czk dghkadhf adih cvbk cvfhf jb-  
jadfgioiagifghcvb dij idfg kfo fi-  
uoisfjg skdfg jnkg sritu liryaif  
jiguaidfg. eig kxf eotaigjg porid  
fderis igneipwe ksduwe skg.*

**Your Company**  
Anywhere Street  
Anytown, USA 22222  
Toll Free: 866/866-XXXX  
[www.YourCompany.com](http://www.YourCompany.com)

**BONUS:**

Added Bonus for advertisers: Include a product photo for free with each purchased gold listing.

Your  
Product  
Picture  
Here

[rich@lowerextremityreview.com](mailto:rich@lowerextremityreview.com)

Maximize your exposure  
in print and online

## Exciting Opportunity available only to advertisers!

### **Company Profile**

Let the LER editorial team create a full page profile for your company. This is a spectacular opportunity and is only available to advertisers in the issue who wish to step up their marketing efforts. For an investment of \$3,000, we have created an added-value package that will deliver maximum exposure and ROI.

- Full-page company profile written by the LER editorial team with input from company executives
- Premium up front placement in chosen category (limited availability)
- Category web banner for 12 months
- Full web integration with embedded hot links to drive traffic to your site
- Inclusion in the e-dition with links
- Profile provided for use on your own site
- Inclusion in the e-blast to 10,000 practitioners
- We tag your profile and listings so they appear alongside relevant content on lermagazine.com, thus enhancing your visibility and increasing value.

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## Complete category list

### ✓ANKLE

Achilles Tendinitis  
AFOs  
Athletic Braces  
Charcot-Marie-Tooth  
Dynamic AFOs  
PTTD  
Stroke/Drop Foot

### ✓FABRICATION

Casting  
Central Fabrication  
Materials

### ✓FOOT

Diabetic Insoles  
Foot Pads  
Footwear  
Functional Foot Or-  
thoses  
Off-Loading Devices  
Plantar Fasciitis  
Prefabricated Foot Or-  
thoses  
Socks  
Topicals  
Wound Care

### ✓KNEE

Ligament Bracing  
Osteoarthritis  
Patellofemoral Pain  
Soft Goods

### ✓ORGANIZATIONS

### ✓PEDIATRIC

Bracing  
Cerebral Palsy  
Clubfoot  
Foot Orthoses  
Footwear

### ✓PROSTHETICS

### ✓REHAB/POST-OP

### ✓TECHNOLOGY

CAD/CAM  
Function Analysis  
Imaging  
Pressure Measurement  
Scanners

### ✓VASCULAR

Compression Stockings  
Deep Vein Thrombosis  
Lymphedema Pumps

## November deadlines to remember

S	M	T	W	T	F	S
						1
2	3	4	5	6	7 <sup>TH</sup>	8
COMPANY PROFILES						
9	10	11	12 <sup>TH</sup>	13	14	15
PRODUCT LISTINGS						
16	17	18	19 <sup>TH</sup>	20	21	22
				AD SPACE RESERVATION		
23	24	25	26	27	28	29
30						

ISSUE MAILED



## Rates

### Rates - all 4-color

SIZE	1x	3x	6x	12x
1 page	4,775	4,475	4,175	3,775
1/2 vert	2,725	2,525	2,325	2,225
1/2 hor	2,725	2,525	2,325	2,225
1/4 page	1,700	1,500	1,400	1,300

\*Photography, graphic design and production services available.

## 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 .125" bleed all around. Keep all text .25" from trim edge.

### 1/2 page ads - No Bleeds - No Crop Marks

Vertical	3.687" x 9.794"
Horizontal	7.625" X 4.849"

### 1/4 page ads - No Bleeds - No Crop Marks

Vertical	3.687" x 4.849"
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**Files accepted:** Press-ready pdfs, Indesign, Illustrator, photoshop, Quark. All color to CMYK. 1/8" bleed if the ad bleeds. For Indesign and Quark - include all images and fonts.

518-452-6898