

PODIATRISTS
ORTHOTISTS
PHYSICAL THERAPISTS
ATHLETIC TRAINERS
ORTHOPEDISTS
PEDORTHISTS
PROSTHETISTS
CHIROPRACTORS



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 your marketing dollar goes further. We have been helping clients grow their businesses for close to a decade and have established a leadership position that is without parallel in the market.

As the only multidisciplinary publication serving the lower extremity marketplace, LER gives you maximum exposure where those individual vertical specialty publications just cannot. With over 40 years in the lower extremity space, the LER team understands the various intricacies in the markets, and with an evidence-based

editorial approach, you can be assured that your advertising dollar is invested in the right place. Credibility is key!

There is no one approach that fits every client. I take the time to understand your product line and business strategy to craft the most effective program that will bring you more customers and increase your bottom line. It can be any combination of print, content development, digital marketing, direct mail, public relations, or just about anything we can dream up together.

This is your opportunity to see how much LER can do for you!

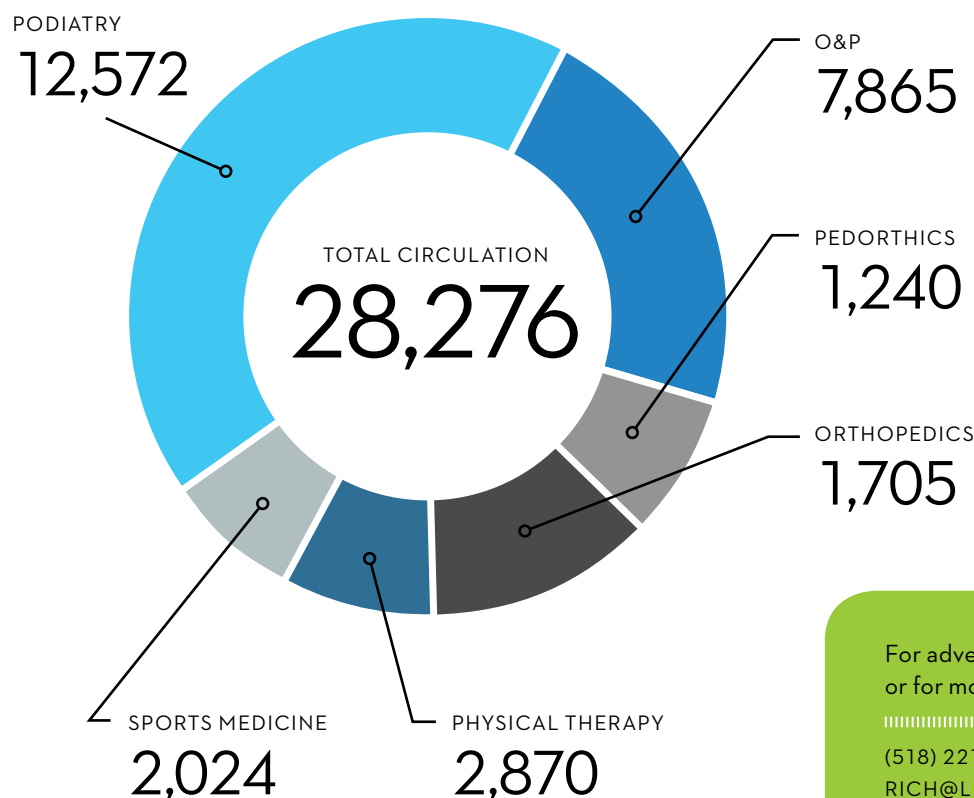
I look forward to working with you to expand your market, strengthen your brand, and grow your sales!

Best regards,

Rich
RICHARD DUBIN,
CEO 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.



100% of Our Readership 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



LER's Editorial Pledge

We all watch in wonder as an infant navigates those first few teetering steps, standing by, cheering as one foot is placed in front of the other as this developing human body learns the act of locomotion. Indeed, the evolution of bipedal locomotion is among the most significant in human development. Learning how to walk upright is a key differentiator in the animal kingdom, but it also places unique stresses on the numerous mechanisms that make up the lower extremity, and the foot in particular—stresses that don't easily fit into modern medicine's siloed therapeutic areas.

Understanding the biomechanics of how the foot operates in the environment and how its internal mechanisms relate to one another requires a multidisciplinary approach. And that is what LER pledges to bring to each issue: a multidisciplinary approach that considers all the features that make the human foot unique. Our goal every month is twofold: to provide news of import to all clinicians who treat the lower extremity and to provide an opportunity for engagement around collaborative care for better patient outcomes.

Editorial

Editorial Content includes:

Highlights From... 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

Industry Snapshot: Coverage of industry developments and technological innovations. Plus photos and descriptions of new products designed especially for the lower extremity.

Subject areas include:

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

TARGETED QUARTERLY PUBLICATION - 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.

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

LERmagazine.com contains more than 4,000 proprietary clinical and industry related articles with new content generated monthly. This immense amount of relevant content yields a higher ranking result for search engines. Bring LER's digital components to your marketing mix and capitalize on those quality leads.

VIDEOS

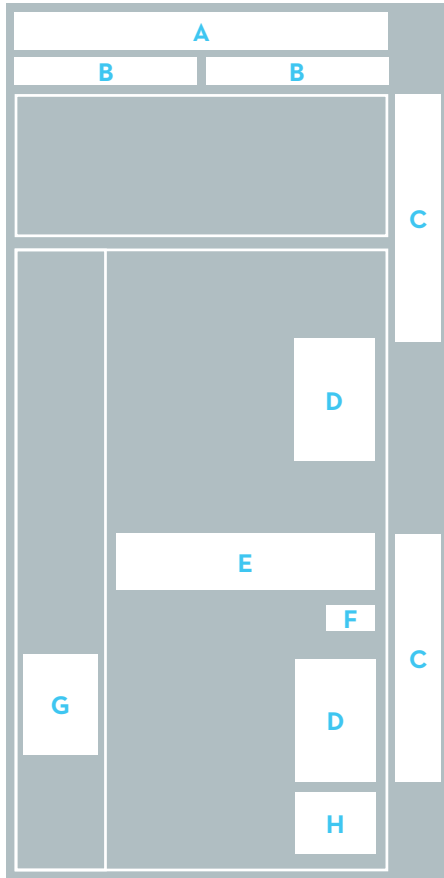
Show how a product works and capture the attention of the viewer in the LER Video Resource Center

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.



159,000

UNIQUE VISITORS PER MONTH

285,000

UNIQUE PAGE VIEWS PER MONTH



5:46

AVERAGE TIME SPENT READING ARTICLES

E-blast Advertising Opportunities

11,952+ subscribers have chosen to receive LER content exclusively via email. Promote your product or service in this weekly e-blast.

Custom E-Blast Option:

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

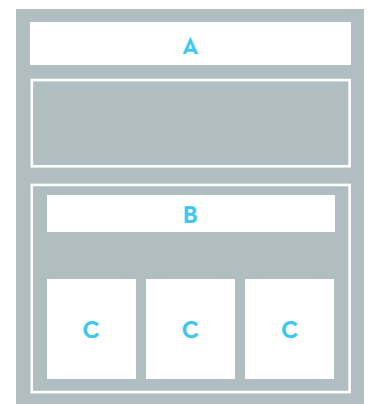
Call for Pricing

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.

11,952+

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 and increase your ROI.

CUSTOM REPRINTS

Enhance your commitment to education and reprint any LER article with only your branding. Call for more details.

LIST RENTALS

Rent our qualified list for your direct mail efforts. Our readership will respond to your 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.

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 to the entire circulation of 28,000 and at every major trade show throughout the year. Make the Resource Guide part of your 2019 marketing plan.

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

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

SPECIAL OFFER - 10% off for payment in advance

Advertiser Deadlines

ISSUE	SUBMIT AD	MAIL DATE
JAN	1/4/19	1/11/19
FEB	2/8/19	2/15/19
MAR	3/8/19	3/15/19
APR	4/5/19	4/12/19
MAY	5/3/19	5/10/19
JUN	6/7/19	6/14/19
JUL	7/5/19	7/12/19
AUG	8/2/19	8/9/19
SEP	9/6/19	9/13/19
OCT	10/4/19	10/11/19
NOV	11/1/19	11/8/19
RESOURCE GUIDE	12/6/19	12/13/19

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

67,000+

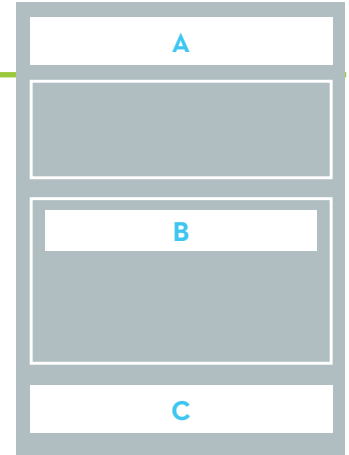
MONTHLY VISITORS VIA
MOBILE DEVICES



LER has over 67,000 monthly visitors via mobile devices. With only three advertising spots available, call today to reserve your position.

Ad Options:

- 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. The LER social media marketing team can post, tag, link or tweet to enhance your social media presence: **\$500/month (call for details)**

Live Tradeshow Coverage

The LER editorial team attends many tradeshows. To enhance your commitment to education, we now offer exclusive custom content from the presentations and workshops of your choice from the event. Marketing support will include: daily custom eblasts, tweets, posts, with embedded links and sponsor branding. **Call for pricing and to schedule your event coverage!**

LER show schedule for 2019

JANUARY 17-20

NY Podiatry Clinical
Conference
New York, NY

JANUARY 23-26

APTA Combined Sections
Meeting
Washington, DC

FEBRUARY 14-17

American College of Foot &
Ankle Surgeons
New Orleans, LA

FEBRUARY 18-21

Hanger Ed fair
Las Vegas, NV

MARCH 6-9

American Academy of
Orthotists & Prosthetists
Orlando, FL

MARCH 12-16

American Academy of
Orthopaedic Surgeons
Las Vegas, NV

APRIL 10-13

Midwest Podiatry
Conference
Chicago, IL

APRIL 11-13

Pedorthic Association of
Canada
Vancouver, BC

MAY 1-4

Association of Children's
Prosthetic-Orthotic Clinics
Clearwater Beach, FL

MAY 2-5

Osteoarthritis Research
Society World Congress
Toronto, ON

MAY 28-JUNE 1

American College of Sports
Medicine
Orlando, FL

JUNE 20-23

Western Foot & Ankle
Conference
Anaheim, CA

JUNE 24-27

National Athletic Trainers
Association
Las Vegas, NV

JULY 7-10

European Society of
Biomechanics
Vienna, Austria

JULY 11-14

American Orthopaedic
Society for Sports Medicine
Boston, MA

JULY 11-14

American Podiatry Medical
Association
Salt Lake City, UT

JULY 31- AUGUST 4

American Society of
Biomechanics
Calgary Alberta, CN

AUGUST 9-12

American Association of
Diabetes Educators
Houston, TX

SEPTEMBER 12-15

American Orthopaedic Foot
& Ankle Society
Chicago, IL

SEPTEMBER 26-28

American Orthotic &
Prosthetic Association
San Diego, CA

NOVEMBER 9-11

Pedorthic Footcare
Association
Las Vegas, NV

NOVEMBER 14-17

American Academy of
Physical Medicine &
Rehabilitation
San Antonio, TX