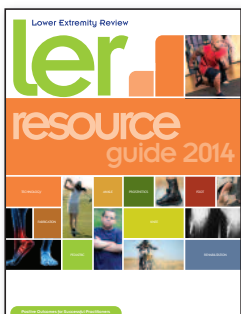


# LER Resource Guide Reaches over 100,000

[lowerextremityreview.com](http://lowerextremityreview.com)



Print



Online



E-dition



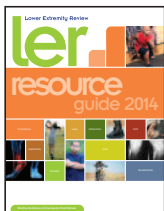
iPad App

[lerresourceguide.com](http://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 will be available on the iPad for the first time, with such advantages as one-touch calling, email, web, and video.

## 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  
jbjadfgioiagifghcvb djg idfg kfo  
fiuoisfjg skdfg jnkg sritu liryiaf  
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

## 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 and iPad with links
- Profile provided for use on your own site
- Inclusion in the e-blast to 10,000 practitioners
- **New for 2014** – we are tagging your profile and listings so they will appear alongside relevant content on [lowerextremityreview.com](http://lowerextremityreview.com), thus enhancing your visibility and increasing value.

## Complete category list

### New categories added!

To make the Resource Guide a better experience for practitioners and manufacturers, we have restructured the category list to more effectively represent the lower extremity market.

#### ✓ANKLE

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

#### ✓ORGANIZATIONS

- ✓PEDIATRIC
- Bracing
- Cerebral Palsy
- Clubfoot
- Foot Orthoses
- Footwear

#### ✓FABRICATION

- Casting
- Central Fabrication
- Materials

#### ✓PROSTHETICS

#### ✓REHAB/POST-OP

#### ✓FOOT

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

#### ✓TECHNOLOGY

- CAD/CAM
- Function Analysis
- Imaging
- Pressure Measurement
- Scanners

#### ✓VASCULAR

- Compression Stockings
- Deep Vein Thrombosis
- Lymphedema Pumps

#### ✓KNEE

- Ligament Bracing
- Osteoarthritis
- Patellofemoral Pain
- Soft Goods

## November deadlines to remember

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

ISSUE MAILS



## Rates

### 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

\*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