

2012 OR Product Directory

The **2012 ORPD** is a supplement to the **AORN Journal**, a publication of the Association of periOperative Registered Nurses and Elsevier.



Reach 20,000

- OR Product Decision Makers
 - OR Directors and Managers
 - Directors of Materials Management
 - Directors of Purchasing
 - + Online Exposure
- at www.orpd.org

Print Early Bird Ad Closing: July 29, 2011
See Inside for Savings

Final Ad Closing: September 9, 2011
Publication Date: December 2011



AORN
Association of periOperative Registered Nurses



ELSEVIER

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REACH 20,000 Key OR Product Decision Makers

The **2012 OR Product Directory (ORPD)** is a comprehensive product directory and resource designed specifically for today's busy OR managers and key purchasing decision makers. Features include:

- Timely editorial
- Hundreds of company and brand listings
- Comprehensive list of perioperative products
- Searchable directory online

EDITORIAL CONTENT

The editorial team of the **AORN Journal** has assembled a wealth of editorial content as part of the **2012 ORPD**.

- Editorial introduction
- Clinical article with CE credits
- Timely management and leadership articles

PRINT CIRCULATION

Total circulation for the **2012 ORPD** is 20,000+. The directory will be mailed to nearly 13,000 AORN managers and directors and nearly 8,000 non-member OR product decision makers.

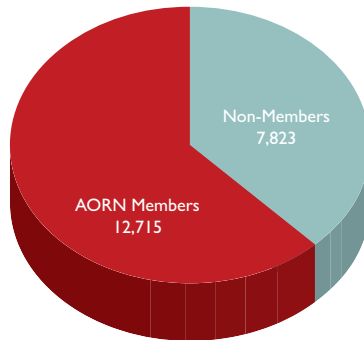
BONUS DISTRIBUTION

The printed version of the **2012 ORPD** will be distributed at the following conference in 2012:

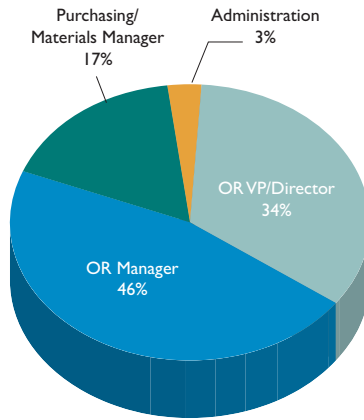
- AORN Congress
- AONE Annual Meeting

ONLINE EXPOSURE

The **2012 ORPD** is available online at www.orpd.org. It is also accessible from the **AORN Journal** Website at www.aornjournal.org and the AORN Website at www.aorn.org.



Source: AORN 2011 Member File and SK&A



Source: AORN 2011 Member File and SK&A

Company Listings



PRINT

Listings for the print version are pulled from the online version prior to the published closing date. **All listings for the 2012 ORPD must be received by September 9, 2011 to be included in the print version.**



ONLINE

The **2012 ORPD** offers free listings to all companies. Your listing will remain online throughout the year and can be updated at any time. To create a new listing or to update a current listing, go to www.orpd.org.

Free Listing Includes:

- Company Name
- Address
- City/State/ZIP Code
- Contact Name
- Title
- Phone/Fax
- E-mail Address
- Website
- PLUS 5 Brand Names
- PLUS 5 Product Categories

Listing Enhancement Packages

	Gold Package	Silver Package	Basic Listing
	FREE for 2012 ORPD and AORN Journal Print advertisers	FREE for 2012 ORPD print advertisers	FREE for non-print advertisers
	\$1000 for non- print advertisers	\$500 for non-print advertisers	
Company Name	✓	✓	✓
Contact Name	✓	✓	✓
Address	✓	✓	✓
Phone Number	✓	✓	✓
Fax Number	✓	✓	✓
Website URL	✓	✓	✓
Company Logo	4-color	B/W	
Company Description	50-word		
Bold Company Listing	✓	✓	
Live Hyperlink	✓	✓	
Brand Names	Unlimited	10	5
Category Listings	Unlimited	10	5
Bold Categories	Unlimited	10	0

To place your advertisement in the **2012 ORPD** contact your sales representative.

To submit your listing in the **2012 ORPD**
go to www.orpd.org and update/revise the order form online.

Featured Products and Services

In addition to your company listing enhancements, you can showcase specific products with our Featured Products & Services option. Featured products and services appear in a highlighted section within your company listing (see image below) and are purchased on an annual basis.



Featured Product or Service listing includes:

- Product photo
- Product video **NEW!**
- Product name
- Product description (200 words)
- Links to additional product information
- Links to instructions for use
- Links to product reviews/testimonials
- Links to relevant articles in AORN Journal

Pricing: \$1,000 per year

2012 SPECIAL OFFER

Purchase 1 Featured Product and
receive a **2nd one for FREE**

Print Advertising Rates & Specifications

ADVERTISING RATES

Space/Color	Early Bird Rate	Standard Rate
Full Page (7" x 10")	\$2,600	\$3,200
1/2 Page	\$1,800	\$2,100
2-Color	\$900	\$1,100
2-Color Matched	\$1,000	\$1,200
Metallic (extra)	\$1,100	\$1,300
4-Color	\$1,300	\$1,600

**Reserve Now and
Save!
Early Bird
Ad Closing:
July 29, 2011**

PREMIUM POSITIONS

4th Cover: 80% B/W page rate
2nd Cover: 50% B/W page rate
3rd Cover: 50% B/W page rate
Opposite TOC: 25% B/W page rate
Other: 10% B/W page rate

CLOSING DATES

Early Ad Closing Discount: July 29, 2011
Final ad and listing closing: September 9, 2011
Artwork due: September 30, 2011
Issue date: December 2011

MECHANICAL SPECIFICATIONS

Page Sizes	Type Area	Bleed
Trim	8 1/8" x 10 7/8"	
Spread	15" x 10"	16 1/2" x 11 1/8"
Full Page	7" x 10"	8 3/8" x 11 1/8"
1/2 Page	7" x 5"	8 3/8" x 5 5/8"
Horizontal		
1/2 Page Vertical	3 1/2" x 10"	4 1/4" x 11 1/8"
Keep live matter 1/2" from trim edges.		

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