

FOOT & ANKLE WEEKLY

REACH

4,000

PODIATRISTS

MEDIA KIT

EVERY WEEK



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

C1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

D PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

E CALLOUT TEXT AD

Integrated into the feel of the brief, a callout ad targets your buying audience with an image and 25-word description.

F TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

This message contains images. If you don't see images, [click here to view.](#)

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A dedicated to connecting evidence to outcomes **Systagenix WOUND MANAGEMENT**

B **The American College of FOOT & ANKLE ORTHOPEDICS & MEDICINE** **Foot & Ankle Weekly** News and Information Resource from ACPAOM

C **PRODUCT SHOWCASES** **Introducing Foot & Ankle Weekly**
ACFAOM **Share** **Facebook** **Twitter** **LinkedIn**
Nicoson USA Inc. **ERB** **FOH CAT Scanner**
 The American College of Foot & Ankle Orthopedics & Medicine (ACFAOM) has partnered with MultiBriefs to create Foot & Ankle Weekly, a weekly resource providing comprehensive news briefings of top stories for the podiatric medical community. Each edition of Foot & Ankle Weekly contains articles gathered from an expansive list of sources, including *The New York Times*, *USA Today*, *Associated Press* and leading professional publications. **MORE**

C **bako** pathology of the soft tissue

Essential insights on treating diabetic heel ulcers
Podiatry Today **Share** **Facebook** **Twitter** **LinkedIn**
 Diabetic heel ulcers are particularly challenging to treat as a wide range of factors can affect potential healing. With this in mind, this author discusses the challenges of wound bed preparation, key considerations with offloading and the possible impact of peripheral arterial disease. **MORE**

Obese kids more likely to injure legs, ankles, feet
National Post via Pediatrics **Share** **Facebook** **Twitter** **LinkedIn**
 Obese kids' injury patterns look different from those of their slimmer peers, a new study out in *Pediatrics* shows. While the researchers had no information on how the children in their study were injured, they speculate that heavier kids may be more vulnerable to getting hurt while walking or running, while thinner kids may be more prone to engage in activities and sports that carry a risk of head injury. **MORE**

E **DocuForms Starter Kit from DocuForms**
 This is a great way for you to try out the DocuForms Charting Method. For just \$99 you'll receive a sample of office-based and, optionally, nursing home charting forms in a convenient trial-sized pack. **MORE**

F **Salem, Ore., orthotists to help Haiti earthquake victims who need treatment to walk again**
Statesman Journal **Share** **Facebook** **Twitter** **LinkedIn**
 Haitians who are still recovering in the wake of the earthquake disaster, this could mean the opportunity to walk again, thanks to the inventive skills of a team of Mid-Valley medical professionals. Orthotist Guy Ferris of Salem, Ore.-based Summit Orthotics and Prosthetics is accompanying McMinnville orthopedic surgeon Dr. Peter K. Van Patten as part of a mission organized by the Capitol City Medical Teams. **MORE**

The use of implantable bone stimulators in nonunion treatment
Ortho SuperSite **Share** **Facebook** **Twitter** **LinkedIn**
 Delayed or failure of bone healing in fracture, osteotomy, and arthrodesis patients continues to be a clinical dilemma. Electromagnetic stimulation is one modality demonstrated in many studies to aid bone healing; however, relatively few studies depict the use and complications associated with direct current implantable bone stimulators. **MORE**

C1 **Serving Podiatrists Since 1925** **85 YEARS**

Southeastern Orthopedic Center improves their dictation to transcription
PR Web **Share** **Facebook** **Twitter** **LinkedIn**
 Headquartered in Savannah, Georgia, Southeastern Orthopedic Center consists of a surgery center, 20 satellite offices located throughout Georgia and South Carolina and a hospital in Reidsville, Georgia. They were looking for a way to reduce errors, lost files and inefficiencies in their dictation to transcription process. **MORE**

D **PRODUCT SHOWCASES**

FDM-T System from Noraxon USA Inc **Welcome to the World of ERN** **The TOM-CAT makes you more profitable**

The basic system FDM-T consists of a treadmill ergometer with an integrated, calibrated measuring sensor. The sensor element consists of high-quality capacitive force sensors. On an area of 150 x 50 on the sensor unit consists of more than 5000 pressure / force sensors. **More info**

Our list of products includes more than just a nice little set of four round good-for-nothing burrs. We sell thirty different and distinctive burrs. These burrs range in size, shape and style, from the most aggressive to the best smoothers and one that could almost be called the all-one-one solution - "The Happy Burn." **More info**

The TOM-CAT Scanner minimizes the steps required to prescribe your orthotics. Traditional casting methods require messy plaster, clean up and sometimes requires more than one casting to get the proper mold for your feet. The TOM-CAT Scanning system replaces traditional methods and produces better and faster results. **More info**

The Foot & Ankle Weekly **Recent issues**

Ben Matland, Director of Advertising Sales, 972.452.7025 [Download media kit](#)
 Ralph Ayvaz, Content Editor, 469.432.2336 [Contribute news](#)

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Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 4,000 Podiatrists (one 90 day cycle)



Leaderboard
\$2500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$2000/\$1500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$2000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1500

Lorem ipsum dolor
Lorem ipsum dolor
sit amet, consectetur
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incididunt ut labore et
dolore magna aliqua.
Ut enim ad minimum
veniam, quis nostrud
exercitation ullamco
laboreis nisi. [More](#)

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Lorem ipsum dolor
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed
do eiusmod tempor incididunt ut labore et dolore magna
aliqua. Ut enim ad minimum veniam, quis. [More](#)

Callout Text Ad
\$1000

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Lorem ipsum
dolor sit amet
Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit,
sed do eiusmod
tempor incidi-
dunt ut labore et
[More](#)

Traditional Text Ad
\$500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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THE FOOT & ANKLE WEEKLY, POWERED BY MULTIBRIEFS, PROVIDES NEWS AND INFORMATION TO PODIATRISTS NATIONWIDE.

The Foot & Ankle Weekly tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications. Delivered to the inboxes of podiatrists, the Foot & Ankle Weekly keeps professionals informed of topics that impact their programs. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

FOOT & ANKLE WEEKLY
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN FOOT & ANKLE WEEKLY:



CREDIBLE SOURCE

For over 60 years, our members have turned to the association as the informational authority of the industry. Advertising in Foot & Ankle Weekly solidifies your place among weekly information provided to ACFAOM members.



TARGETED DISTRIBUTION

Advertising in Foot & Ankle Weekly allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to Foot & Ankle Weekly have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, Foot & Ankle Weekly ensures your ad will be seen every week by our 4,000 subscribers.



AFFORDABLE

Advertising in Foot & Ankle Weekly is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of Foot & Ankle Weekly has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in Foot & Ankle Weekly.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.