

APMA NEWSBRIEF

REACH 11,100

PODIATRISTS

EVERY WEEK

MEDIA KIT



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/1 SKYSCRAPER/HALF SKYSCRAPER

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

C/1 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.

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A

dedicated to connecting evidence to outcomes

Systagenix
WOUND MANAGEMENT

APMA APMA Industry Update

Study says flip-flops often harvest harmful bacteria, including Staph

State News Share

A comfortable, easy and cheap shoe, flip-flops have got it all. But an August study conducted by Environmental Molecular Sciences Laboratory Analytical, a national environmental laboratory, suggests flip-flops contain dangerous bacteria and might be a breeding ground for Staphylococcus aureus, a dangerous germ. After testing flip-flops worn for four days around New York, the analysts discovered germs and Staphylococcus aureus, or staph infection, on the rubber of the shoes. [MORE](#)

B

Serving Podiatrists Since 1925

85 years

C

pathology of the soft tissue

State considers cutting optional Medicaid services

The New Mexico Independent Share

Thousands of low-income New Mexicans could lose medications, vision and dental services, hospice care and physical therapy because of a potential huge shortfall in Medicaid, Human Services Secretary Pam Hyde told state lawmakers recently. [MORE](#)

Orthotic support for functional scoliosis

Dynamic Chiropractic Share

A common cause of lateral deviation of the spine is easily treated but can also be missed and misunderstood. Since other types of scoliosis are more worrisome and have a greater tendency to progress, the more common, and easily corrected, causes of spinal curvatures are often overlooked. [MORE](#)

C1

PADnet+ How many patients with undiagnosed P.A.D. have your Podiatry clinic without evaluation? Become part of the P.A.D. solution today! Call or click: 877-854-0014 | www.BioMede.com

Feds seize money from Cordova, Tenn., orthotics company

The Daily News Share

The federal government has seized more than \$600,000 from NewGen Advance Orthotics Lab Inc. of Cordova, Tenn., and the company is fighting to get the money back. A lawyer for NewGen recently filed a motion in Memphis federal court to have the money returned and to have sealed affidavits and a sealed seizure warrant opened. [MORE](#)

Shoes that rock your muscles

The Wall Street Journal Share

Those weird-looking shoes with rocker-like soles popping up everywhere aren't a fashion statement. Companies that sell them say they aid weight loss, tone muscles and relieve stress on the knees and hips. Short-term data show wearing the shoes makes some muscles work harder, but so far there's no rigorous evidence that they speed weight loss. [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](#)

D

PRODUCT SHOWCASES

FDM-T System from Noraxon USA Inc

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](#)

Welcome to the World of ERN

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-in-one solution - "The Happy Burr." [More info](#)

The TOM-CAT makes you more profitable

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](#)

APMA NewsBrief

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

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AD RATES & SPECS

Prices are for participation in 13 emails to the 11,100 podiatrists (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
120k



Top/Bottom Banner
\$3000/\$2750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
50k



Skyscraper
\$3000

Image Dimensions
120x600
120x300

File Format
JPEG, GIF

Max File Size
150k
75k



Product Showcase
\$2950

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



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Callout Text Ad
\$2500

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



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Traditional Text Ad
\$1500

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

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APMA NEWSBRIEF, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO PODIATRISTS NATIONWIDE.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press, The New York Times, Financial Times** and the leading industry publications and is delivered to the inboxes of podiatrists and their office managers who spend \$459 million dollars a year on products and services - the top-tier people in the industry.

APMA NEWSBRIEF
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN APMA NEWSBRIEF:



CREDIBLE SOURCE

For over 98 years, our members have turned to the association as the informational authority of the industry. Advertising in APMA NewsBrief solidifies your place among weekly information provided to APMA members.



TARGETED DISTRIBUTION

Advertising in APMA NewsBrief 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.



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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, APMA NewsBrief ensures your ad will be seen every week by our 11,100 subscribers.



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YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of APMA NewsBrief 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 APMA NewsBrief.



TRACK CAMPAIGN EFFECTIVENESS

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