

2020 AMPLITUDE MEDIA KIT

POWERFUL PRACTICAL POSITIVE



The premier media resource
for amputees, families,
and caregivers.

REACH YOUR

TARGET AUDIENCE



Where Amplitude readers go to find limb loss information

82%
magazines

68%
websites



Amplitude's print circulation increased from 2017 to 2018

↑
16%

79%
of Amplitude readers ask their prosthetist about a device or service after seeing an ad for it

↑
13%

The average monthly ad impressions on the Amplitude website increased from 2017 to 2018

96%
of Amplitude readers consider themselves active



Amplitude has been audited by the Circulation Verification Council, a national, independent auditing firm.

49%
of Amplitude readers say that the brand of their mobility device is important

Statistics from Amplitude Readers Survey, 2016.

www.livingwithamplitude.com | 303.255.0843

For more information about advertising opportunities, please contact Ron at ron@amplitude-media.com or 970.988.8856.

PRINT ADVERTISING

2020 ADVERTISING DEADLINES AND BONUS DISTRIBUTION

ISSUE DATE	AD DEADLINE	BONUS DISTRIBUTION
January/ February	November 15	Hanger Education Fair Academy Annual Meeting Abilities Expo Los Angeles
March/April	January 15	ACPOC Annual Meeting
May/June	March 15	Abilities Expo New York Abilities Expo Chicago
July/August	May 15	Abilities Expo Houston Angel City Games
September/ October	July 15	AOPA National Assembly CAF Triathlon Abilities Expo Boston
November/ December	September 15	Abilities Expo DC Abilities Expo Bay Area

2020 DISPLAY RATES STANDARD AND PREMIUM

Standard Advertisements	1x	3x	6x	12x
Full page	\$3495	\$3300	\$3050	\$2800
2-page spread	\$5200	\$4950	\$4700	\$4500
2-page island	\$3750	\$3600	\$3400	\$3200
1/2 page horizontal	\$2700	\$2550	\$2350	\$2150
1/2 page vertical	\$2700	\$2550	\$2350	\$2150
1/4 page	\$2450	\$2300	\$2100	\$1900

Premium Advertisements		6x
Back cover	Full page, 4-color, 6x run only	\$4795
Inside front cover	Full page, 4-color, 6x run only	\$4295
Inside back cover	Full page, 4-color, 6x run only	\$4295

All listed rates are gross amounts.



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DIGITAL
ADVERTISING

HOMEPAGE

The homepage features a top navigation bar with the Amplitude logo and links to Home, About Us, Contact Us, and a Search bar. The main content area is dominated by a large 'CAUSE-PLAY' article. To the right of this article is a sidebar with 'O&P Search' and 'LIVING WITH AMPLITUDE' section. The bottom section includes a 'PRE-ORDER NOW!' banner for the new guide for living with limb loss, and an 'ONLINE EXCLUSIVE' section with various articles.

TOP LEADERBOARD

728 pixels wide by 90 pixels tall

ROADBLOCK

300 pixels wide by 250 pixels tall

MIDDLE LEADERBOARD

728 pixels wide by 90 pixels tall

LIST OF CATEGORY PAGES

The list of category pages is a vertical column of links. At the top is a circular logo with 'LIVING with AMPLITUDE'. Below it are the following categories: ADAPTIVE LIVING, AMPUTEE TO AMPUTEE, ARTS & CULTURE, GETTING SUPPORT, GIVING SUPPORT, HEALTH & MEDICINE, MONEY MATTERS, SCIENCE & TECHNOLOGY, SPORTS & RECREATION, EDUCATION, TRANSPORTATION & MOBILITY, RELATIONSHIPS, and MORE.

CATEGORY PAGE

The 'ADAPTIVE LIVING' category page has a top navigation bar with the Amplitude logo and links to Home, About Us, Contact Us, and a Search bar. The main content area is filled with various articles, including 'GETTING MOBILE: Toward a Wheelchair-accessible World' and '8 Tips For Wheelchair Safety During Cold Weather'. To the left of the main content is a sidebar with 'Popular Articles' and 'Popular Blog Posts'. The bottom section includes 'Featured Articles', 'Upcoming Events', and 'Categories'.

TIER ONE SPONSORSHIP

TIER TWO SPONSORSHIP

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RATES AND OPTIONS

WEBSITE ADVERTISING

Homepage	1 month
Top leaderboard	\$900
Roadblock	\$600
Middle leaderboard	\$500
Calendar listing	\$30

* Full sponsorship with print commitment \$800

Category page	
Exclusive sponsorship	\$1500
Tier 1 sponsorship	\$950*
Tier 2 sponsorship	\$650



NEWSLETTER ADVERTISING

Homepage	1 month
Top leaderboard	\$800
Vertical banner	\$700
Leaderboard	\$250
Calendar listing	\$30



Delivered monthly to more than 16,200 subscribers!

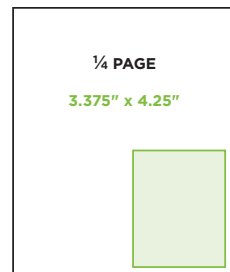
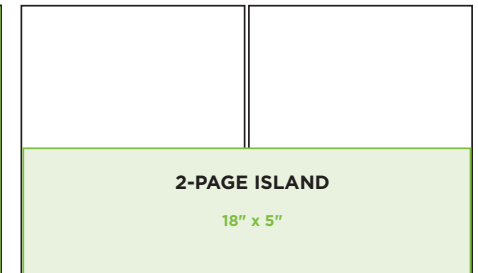
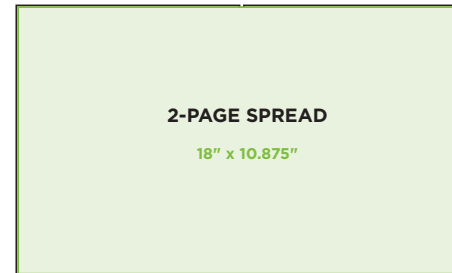
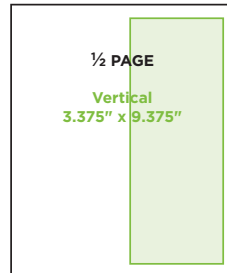
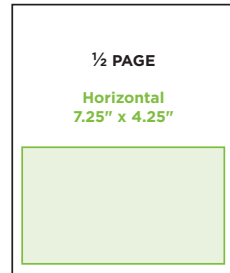
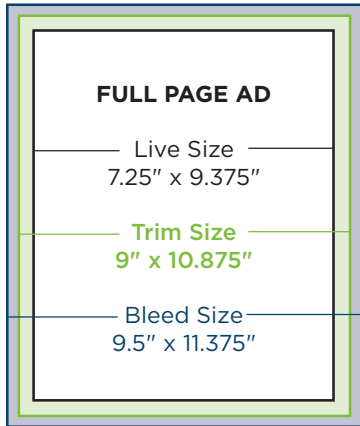
68%
of Amplitude
readers use
websites to find
limb loss
information.

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SPECIFICATIONS

AD SIZE	LIVE SIZE	TRIM SIZE	BLEED SIZE
Full page	7.25" x 9.375"	9" x 10.875"	9.5" x 11.375"
2-page spread	16.5" x 9.375"	18" x 10.875"	18.5" x 11.375"
2-page island	16.5" x 4.75"	18" x 5"	18.5" x 5.25"
1/2 page horizontal		7.25" x 4.25"	
1/2 page vertical		3.375" x 9.375"	
1/4 page		3.375" x 4.25"	



Digital File Requirements: Amplitude is produced in Adobe InDesign. Ad files should be submitted as press-resolution PDF files. If you include crop marks on your ad, please place these in the slug area, not in the bleed space. Please check your PDF files carefully before submitting. All ads will be printed as received.

Specifications: Amplitude is printed on 70# matte text, direct-to-plate on a web press with 150-line screen in 4-color. The trim size is 9 x 10.875". Bleeds of .25" are required. Keep text inside live area (inside trim by a minimum of .25" on all sides).

Effective Rate Date: January 2020 for all advertisements.

Frequency: 6 times per year in 2020.

Commissions and Discounts: Recognized agency commission is 15 percent of gross billing on space, provided the account is paid within 30 days of invoice date. After 30 days, gross billing is due in full. Mechanical preparation charges, calendar ads, and inserts are non-commissionable. Contracts MUST be signed to receive any discounts.

Payment Requirements: 30 days net from invoice date; 1.5 percent interest per month on past-due accounts. **ADVERTISER IS RESPONSIBLE FOR ANY DELINQUENT PAYMENTS BY RECOGNIZED AGENCIES.**

Extensions: If an extension date for material is agreed upon and material is not received, the advertiser will be charged for the space reserved and the most recent ad of the same size placed by the advertiser will be picked up to fill the space.

Cancellations: All cancellations must be made in writing 60 days prior to the closing date. If an ad is canceled for any reason, the publisher reserves the right to repeat a prior ad at the contracted rate. If an advertiser has not previously run an advertisement, the advertiser will be charged the contracted rate for a non-run ad.

Positions and Changes: Amplitude will make every attempt to honor ad position requests but reserves the right to adjust positions should layout or production conflicts arise. Under no circumstances will changes be made by the publisher to the content or design of any advertisement without written consent from the advertiser.

Text and vital images (such as logos) **must** reside in the live area. Make sure all art is CMYK and that all imagery is 300 dpi. Please supply ads as print-ready PDFs and email to ron@amplitude-media.com or upload to spaces.hightail.com/uplink/EDGE-AMP

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