

# 2024 AMPLITUDE MEDIA KIT

## WHAT'S INSIDE

Why Amplitude?.....	2
Print.....	3
Digital.....	4
Impact Options.....	5
Social Media.....	6
Paris 2024 Paralympics.....	7
Technical Specifications.....	8



# WHY AMPLITUDE?

**Amputees are more numerous, culturally influential, and economically powerful than ever before. Amplitude is the go-to lifestyle resource for the growing limb-loss community—and you're part of their story.**

By partnering with Amplitude, you reach hundreds of thousands of Americans who are technologically sophisticated, commercially empowered, and increasingly influential. Our readers eagerly embrace innovations in healthcare, mobility, transportation, recreation, fitness, digital tech, and more. They're committed to physical activity and mental/spiritual health, and they possess the means and motivation to travel, explore, take on challenges, and maximize their happiness.

## TOPICS WE COVER

innovation	mobility
gaming	employment
prosthetics	business
automobiles	advocacy
travel	adapting
healthcare	culture
sports	transportation
fashion	cooking
technology	recreation
finance	legislation
insurance	music
education	beauty
exercise	caregiving
intimacy	workshops
science	relationships
parenting	hobbies
invention	entertainment
medication	robotics
arts	meditation
pets	adversity
support	history

## AMPLITUDE IS THE #1 LIFESTYLE MEDIA PLATFORM FOR THIS DYNAMIC COMMUNITY

- Readers come to us to learn about products and services that make their lives more rewarding.
- Beyond amputees, our readers include prosthetists, technicians, caregivers, and friends and families of amputees.
- We create original, exclusive, vetted, and vital content that can't be found anywhere else.
- We're actively seeking new partners who can help our community lead powerful and positive lives.

**CONTACT KATHLEEN PISHOTTA**  
[kathleen@livingwithamplitude.com](mailto:kathleen@livingwithamplitude.com)  
303-255-0843 x3 Cell 352-262-9679  
[livingwithamplitude.com](http://livingwithamplitude.com)



AMPLITUDE IS  
UBIQUITOUS WITH THE  
AMPUTEE EXPERIENCE

THE PRINT ISSUE IS DISTRIBUTED TO  
AMPUTEES  
EVERY US PROSTHETICS FACILITY  
MEDICAL REFERRAL SOURCES  
MANUFACTURERS  
SUPPORT GROUPS  
DISABILITY ADVOCATES  
NONPROFIT ORGANIZATIONS  
TRADE SHOWS  
DECISION MAKERS

We’re expanding  
your audience!

In addition to prosthetic facilities,  
Amplitude will be delivered to referral  
sources in 2024. Make sure your  
brand gets in front of the medical  
professionals who engage amputees!



AMPLITUDE  
PRINT MAGAZINE

Amplitude magazine is distributed six times per year  
to amputees, their caregivers, support groups, every US  
prosthetics facility and thousands of referral sources. With  
a new circulation strategy in place for 2024, each issue of  
Amplitude will reach more than 150,000 readers!

TRENDS WE ARE COVERING IN 2024

- The normalization of limb difference in sports, entertainment, fashion, and media
- Breakthroughs in prosthetic technology
- Popular trends in adaptive recreation, travel, dating, and shopping
- Strategies for maintaining physical fitness and mental health
- New products and services that help amputees live their best lives

DISPLAY RATES - PREMIUM PLACEMENT	1x	3x	6x
Full page - opposite TOC			\$3850
Full page - opposite Editor’s Letter			\$3850
2-page spread - center location	\$5650	\$5400	\$5100
Inside front cover/inside back cover			\$4500
Back cover			\$4950
Sponsored Story (Add \$500 for placement on website issue page for 2 months)	\$2800		

DISPLAY RATES - STANDARD PLACEMENT	1x	3x	6x
Full page	\$3650	\$3450	\$3200
2-page spread	\$5450	\$5200	\$4900
1/2 page horizontal/vertical	\$2800	\$2675	\$2450

CONTACT KATHLEEN PISHOTTA  
kathleen@livingwithamplitude.com  
303-255-0843 x3 Cell 352-262-9679  
livingwithamplitude.com



livingwithamplitude.com

TOP LEADERBOARD  
GENERATED

530,000

IMPRESSIONS IN 2023

CAPTURED

125,000

GOOGLE HITS IN 2023



amplitude this week  
newsletter

27.4%

OPEN RATE FROM  
15,000+ SUBSCRIBERS

# AMPLITUDE DIGITAL

Amplitude reaches your target audience through our weekly newsletter, website, and social media channels.

AMPLITUDE THIS WEEK ADVERTISING RATES	PER MONTH
Top leaderboard, 4 issues, 728 x 90	\$1150
Double sized leaderboard, 4 issues, 728 x 180, 1st slot	\$1400
Rotating leaderboard, 4 issues, 728 x 90	\$950
Sponsored Story + url link (single week placement)	\$1200
Sponsored Story (single week placement) + website homepage placement (full month placement)	\$2250

LIVINGWITHAMPLITUDE.COM ADVERTISING RATES	PER MONTH
Top Leaderboard, 728 x 90	\$850
Leaderboard, 728 x 90	\$725
Expanded rectangle, 300 x 600	\$950
Medium rectangle, 300 x 250	\$725
Sponsored Story, website homepage placement	\$1500

## DIGITAL SUBMISSIONS

**File Requirements:** Static .jpg and animated .gif accepted. Max of 4 loops for animated GIFs

**Colors:** Non-transparent, RGB

**Resolution:** 72 dpi

**File size max limit:** 200 kb

**Banners:** Banners with a white background must have a minimum of 1-pixel border to differentiate ad from editorial content. Link URLs must be provided with final art submission.

**Sponsored Story for Amplitude This Week:** Provide 1200 pixel wide x 700 pixel tall, 150 dpi image, headline (10-word maximum), and story text (600 word maximum).

**Sponsored Story for livingwithamplitude.com:** Provide 600 pixel wide x 600 pixel tall, 72 dpi image, headline (8-word maximum), and story text (600 word maximum).

CONTACT KATHLEEN PISHOTTA  
kathleen@livingwithamplitude.com  
303-255-0843 x3 Cell 352-262-9679  
livingwithamplitude.com



## PRINT MAGAZINE COVER IMPACTS

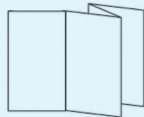
### BELLY BAND

Wraps around the entire magazine. Guaranteed to be seen.

### GATEFOLD COVERS

#### Traditional Gate

This 4-page cover opens to the left and expands to the left, with the potential to highlight two dynamic spreads.



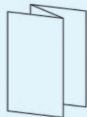
#### French Gate

A 2-piece cover that opens at the center to reveal your ad. Entices the reader to open and view your message.



#### Z Fold

Cover opens and expands to the left to reveal three ad pages, including one spread.



#### Barrel Fold

Eight pages that fold out in a barrel motion. An effective way to maximize your message and build suspense.



# AMPLITUDE IMPACT OPTIONS

**Make a lasting impression in one of these unique ways.**  
Prices start at \$500.

## PRINT MAGAZINE INSIDE IMPACTS

### TIP-ON INSERT/POSTER

A full-size poster or insert that can be tipped in or polybagged. Use for promoting new products, reference, calendar, and event promotions.

### SPONSORED STORY (PRINT)

Designed to mimic editorial content, a Sponsored Story in our print magazine invites readers to explore a company or product in greater depth. For a small fee, a print issue Sponsored Story includes placement on our website issue page.

## DIGITAL IMPACTS

### SPONSORED STORY (livingwithamplitude.com)

Designed to mimic editorial content, a Sponsored Story on our homepage invites readers to explore a company or product in greater depth.

### SPONSORED STORY (Amplitude This Week)

Designed to mimic editorial content, a Sponsored Story in our weekly e-newsletter links to a landing page on our website.

### MOBILE ADHESION BANNER

A high-impact banner that remains static, in front of the reader, while editorial content scrolls. Only one slot available per month.

### AUDIENCE EXTENSION

Capture your audience wherever they are and reach more people across the internet.

**CONTACT KATHLEEN PISHOTTA**  
kathleen@livingwithamplitude.com  
303-255-0843 x3 Cell 352-262-9679  
livingwithamplitude.com

## AMPLITUDE'S LITTLE MISS REPRESENTATION SPONSORSHIP



**A 5-minute Reel snapshot extracted from our full-length Little Miss Representation videos.**

- More than 1000 views per Reel.
- Sponsorship includes logo company branding on opener

**\$475 PER 5-MINUTE SEGMENT**

This product is currently unavailable due to the SAG-AFTRA strike. Production will resume when the strike is resolved.

# AMPLITUDE SOCIAL MEDIA

## META FEED ADS

Reach Amplitude readers and beyond with a Social Media Feed ad. Running on both Facebook and Instagram, this is a terrific option to place your brand in front of a targeted audience and build your reach.

- More than 60,000 targeted views per month.
- **Required elements and specifications:**  
1080 pixels by 1080 pixels, image ratio 1:1, JPG or PNG format, 125 text characters including maximum 27 character link description, 27 maximum headline characters, images no more than 20% text.

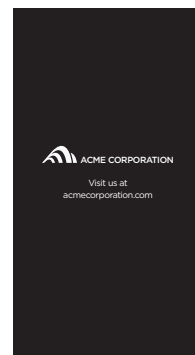
**\$1425 FOR A 90-DAY RUN**

## AMPLITUDE NEWS MINUTE BASIC SPONSORSHIP

Our Amp News Minute host announces your brand at the start of the Reel with a brief description of your company or product.

- More than 8,000 views per month (and growing!) on Instagram and TikTok combined.
- Spoken sponsorship announcement (similar to the NPR sponsorship technique).
- Your brand name appears at the top of the Reel and remains in place throughout the sponsorship announcement.
- Your logo appears at the bottom of the Reel throughout the video.
- Your logo and website appears at the end of the Reel.
- The reel is tagged to your company's Instagram page.
- Includes 8-10 News Minute episodes.
- **Required elements and specifications:**  
25-word brand/product description, 300 dpi logo in both white and black versions, company url.

**\$1200 FOR A 1-MONTH RUN OF 8-10 EPISODES**



**CONTACT KATHLEEN PISHOTTA**  
**kathleen@livingwithamplitude.com**  
**303-255-0843 x3 Cell 352-262-9679**  
**livingwithamplitude.com**



# AMPLITUDE 2024 SUMMER PARALYMPICS

Join us in this unprecedented endeavor to cover the amputee experience at the 2024 Summer Paris Paralympics. We're raising the bar with amputee-focused, exclusive, onsite coverage. Plus, we'll be previewing amputee athletes and covering all the qualifying events for months before the event. And after every medal is claimed, we'll wrap with exclusive follow-up content.

## SINGLE PRODUCT OPTIONS

### 2-PAGE SPREAD

\$4900 - Sept/Oct Paralympics print issue

### FULL PAGE AD

\$3200 - Sept/Oct Paralympics print issue

### HALF PAGE AD

\$2450 - Sept/Oct Paralympics print issue

### PARALYMPICS ENEWSLETTER LEADERBOARD

\$1000 for all four issues

### BANNER AD

#### ON PARALYMPIC SITE HOMEPAGE

\$500 per month

### BANNER AD

#### ON SPORT OR ATHLETE PAGE

\$350 per month

## ONE-OF-A KIND OPTIONS

Some of these products are limited to one advertiser.

### WEBSITE TAKEOVER

\$5000

Homepage takeover on livingwithamplitude.com for a full week during the Paralympics.

### POSTER INSERT IN PRINT ISSUE

\$12000

Create a commemorative Paralympics poster showcasing your brand and stay in front of your audience long after the games end.

### PARALYMPIC COUNTDOWN TICKER SPONSORSHIP

\$3500

Your brand counts down the days until the Paralympics. Placement on homepage for 100 days.

### MOBILE ADHESION BANNER

\$1500

Your high-impact banner remains in front of the reader while content scrolls. Runs for one week during the Paralympics.

More options are available. Check with Kathleen for new Paralympic products.

## PACKAGE OPTIONS

HUGE  
SAVINGS  
WITH A  
PACKAGE  
DEAL

### GOLD LEVEL

**\$5600**

SAVE \$2200

**2-page spread**  
in 2024 Paralympics  
print Issue

**Top Leaderboard**  
in four issues of  
Paralympic Enewsletter

**Banner ad**  
for three months leading  
up to the games on  
Amplitude's exclusive  
Paralympic microsite

### SILVER LEVEL

**\$4100**

SAVE \$1600

**Full page ad**  
in 2024 Paralympics  
print Issue

**Leaderboard**  
in four issues of  
Paralympic Enewsletter

**Banner ad**  
for three months leading  
up to the games on  
Amplitude's exclusive  
Paralympic microsite

### BRONZE LEVEL

**\$3500**

SAVE \$1450

**Half page ad**  
in 2024 Paralympics  
print Issue

**Leaderboard**  
in four issues of  
Paralympic Enewsletter

**Banner ad**  
for three months leading  
up to the games on  
Amplitude's exclusive  
Paralympic microsite

## DIGITAL ONLY PACKAGE DEAL

**\$2000**

SAVE \$500

**Leaderboard**  
in four issues of Paralympic Enewsletter

**Banner ad**  
for three months leading up to the games on Amplitude's  
exclusive Paralympic microsite

Want  
something  
special?

Let's talk!  
We'll create  
a custom  
package deal  
just for you.

## CONTACT KATHLEEN PISHOTTA

kathleen@livingwithamplitude.com

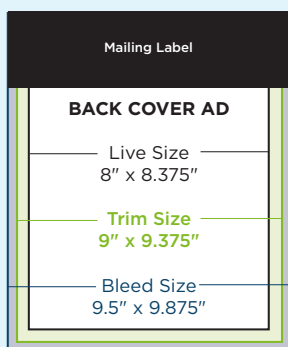
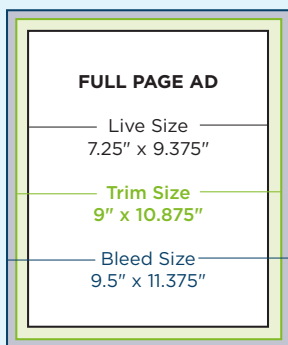
303-255-0843 x3 Cell 352-262-9679

livingwithamplitude.com



## PRINT 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"
1/2 page horizontal		7.25" x 4.25"	
1/2 page vertical		3.375" x 9.375"	



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 [kathleen@livingwithamplitude.com](mailto:kathleen@livingwithamplitude.com) or upload to [spaces.hightail.com/uplink/EDGE-AMP](https://spaces.hightail.com/uplink/EDGE-AMP)

# AMPLITUDE TECHNICAL SPECIFICATIONS

## PRINT SUBMISSIONS

**File Requirements:** Amplitude is produced in Adobe InDesign. Ad files should be submitted as CMYK, 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 2024 for all advertisements.

**Frequency:** 6 times per year in 2024.

**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.

## DIGITAL SUBMISSIONS

**File Requirements:** Static JPG and animated GIF accepted. Max of 4 loops for animated GIFs

**Colors:** Non-transparent, RGB

**Resolution:** 72 dpi

**File size max limit:** 200 kb

Banners with a white background must have a minimum of 1-pixel border to differentiate ad from editorial content. Link URLs must be provided with final art submission.

**CONTACT KATHLEEN PISHOTTA**  
[kathleen@livingwithamplitude.com](mailto:kathleen@livingwithamplitude.com)  
**303-255-0843 x3 Cell 352-262-9679**  
[livingwithamplitude.com](https://livingwithamplitude.com)