



*The Academy ADVANTAGE*, our weekly e-newsletter, stands as one of the O&P industry's most comprehensive and trusted news sources, delivering over 120,000+ impactful moments annually. Tailored to match individual subscriber preferences, it features a rich blend of content, including groundbreaking research, professional development opportunities, and curated O&P news that highlights industry advancements and trends.

Distributed to Academy members made up of a diverse audience of certified practitioners, state-licensed professionals, assistants, technicians, and fitters, *The Academy ADVANTAGE* is an essential resource for staying informed and connected.



**140,000**  
Influential Moments

Each year, the Academy ADVANTAGE experiences a significant impact through a remarkable tally of over **140,000 influential moments**, contributing to its widespread recognition and influence in the market.



**47%**  
Average  
Open Rate



**18%**  
Average  
Click Rate

2026 YTD Stats

## ADVERTISING OPPORTUNITIES:

Rates below are for 13 consecutive issues. All images must be submitted as a JPEG, GIF, or PNG and 72 dpi. Animations are acceptable but should not exceed 5 seconds in length.

### LEADERBOARD AD | \$3,000

(728 px x 90 px)

Prominent banner placement positioned directly above the newsletter's masthead.

### LOWER LEADERBOARD AD | \$2,750

(728 px x 90 px)

Prominent banner placement positioned directly below the newsletter's masthead.

### TOP BANNER AD | \$2,250

(728 px x 90 px)

Banner placement positioned directly below the lead article.

### SPONSORED CONTENT AD | \$1,500

(300 px x 200 px + 50-words)

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Kate Feuling, Exhibits & Sponsorship Manager

[kfeuling@oandp.org](mailto:kfeuling@oandp.org) | 414.573.1519