OTA

ORTHOPAEDIC
— TRAUMA —
ASSOCIATION

2021
Marketing
Guide

2021 Marketing Guide for Industry

Discounted Bundles

Gold Package - $34,080

- OTA Online Industry Video Library –
  3 Videos hosted for 6 months
- 1 OTA Sponsored Webinar (Industry Session)
- 2 Social Media Ads
- 2 Ads in the OTA What's New e-blast
  (sent to over 9000 recipients)
- $42,600 Total Value

Silver Package - $20,480

- 1 OTA Sponsored Webinar (Industry Session)
- 2 Social Media Ads
- 2 Ads in the OTA What's New e-blast
  (sent to over 9000 recipients)
- $25,600 total value

Other Opportunities

OTA Podcast Channel Audio Advertising

- Audio advertising in OTA podcast channel episodes
- Industry sponsored podcasts
- Contact mike@conveymd.com for pricing and details

OTA Online Trauma Access

- OTA Online Industry Video Library –
  - 3 Videos hosted for 12 months -
    $3,500 per month = $42,000 Commitment
  - 3 Videos hosted for 6 months -
    $4,500 per month = $27,000 Commitment

OTA Online Industry Channel

- Expand your reach to engaged Orthopaedic Trauma Professions
- Industry Partner Guide to OTA Online

Individual Marketing Items

Fracture Night in America E-Blast Ad

- This ad appears in our bi-weekly reminder email
  to register for Fracture Night (over 9000 recipients)
- Weekly Ad - $1,000
- Discount applied with 4 week commitment in 2021
  - $950 per week

OTA News Flash - What's New & Trending E-Blast Ad

- This ad appears in our bi-weekly email to
  OTA contacts (over 9000 recipients)
- 2 Opportunities per E-Blast
  - Middle Page Ad $800 per week
  - Bottom Page Ad $700 per week
- Discount applied with 4 week commitment
  till end of 2021
  - Middle - $775
  - Bottom - $675

Social Media Paid Ads

- The OTA has seen success with Paid Ads on social
  media across various platforms including Facebook,
  Instagram, LinkedIn, Snapchat, and Twitter.
  We continue to have a low CPR (Cost Per Result)
  and find ways to tailor each audience to the topic of
  the ad.
- 7 day paid Social Media Ad - $2,300

OTA Sponsored Webinar (Industry Session)

- $20,000
- $10,000
  (OTA Online Sponsor Pricing)