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— TRAUMA —
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ASSOCIATION



2022
Marketing
Guide



2022 Marketing Guide for Industry

Discounted Bundles

Bundle A - \$15,000

(Open to OTA Copper Level Donors and above)

- 1 OTA Sponsored Webinar (Industry Session)
- 2 Social Media Ads (not during Annual Meeting)
- 2 Ads in the OTA Fracture Lines Newsletter
- \$20,000 Value

Bundle B - \$5,000

- 2 Social Media Ads (not during Annual Meeting)
- 2 Ads in the OTA Fracture Lines Newsletter
- 1 "Industry Corner" article in the OTA Fracture Lines (can be combined with ads)
- \$7,000 Value

Individual Marketing Items

OTA Fracture Lines Newsletter Ads

- This ad appears in our weekly email to OTA contacts (over 10,000 recipients)
- Quarterly commitment
 - Leaderboard Ad: \$3,000
 - Sold for 2022
 - Top Banner Ad: \$2,500
 - Available 3rd & 4th quarter 2022
 - Box Ad (2 available per issue): \$2,000
- Ad hoc pricing
 - Leaderboard Ad: \$300 per week
 - Top Banner Ad: \$250 per week
 - Box Ad (2 available per issue): \$200 per week

Individual Marketing Items, continued

Fracture Night in America E-Blast Ad

- This ad appears in our bi-weekly reminder email to register for Fracture Night (over 10,000 recipients)
 - Open rate - 42% average
- Quarterly commitment
 - Top Banner Ad: \$2,000
 - Bottom Banner Ad: \$1,500
- Ad hoc pricing
 - Top Banner Ad: \$250 per week
 - Bottom Banner Ad: \$200 per week

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. (Runs for 7 days)
- \$2,300
- \$5,000 (1 month up to annual meeting)

OTA Sponsored Webinar (Industry Session)

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

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