



2024 MARKETING GUIDE



2024 MARKETING GUIDE FOR INDUSTRY



Discounted Bundles

(Additional discounts based on your industry points value. *Points system pending*)

Bundle A - \$19,095

- 1 OTA Sponsored Virtual Industry Session
 - 2 Social Media Ads - each ad will run for 7 days (not 1 month prior to and throughout Annual Meeting)
 - 2 Ads in the OTA Fracture Lines Newsletter (ad size 300x250)
 - \$20,100 Value
- Contact OTA to create your personalized bundle plan

Bundle B - \$7,200

- 2 Social Media Ads - each ad will run for 7 days (not 1 month prior to and throughout Annual Meeting)
- 2 Ads in the OTA Fracture Lines Newsletter (ad size 300x250)
- 1 "Industry Corner" article in the OTA Fracture Lines (can be combined with ads)
- \$7,600 Value

Individual Marketing Items

OTA Fracture Lines Newsletter Ads

This ad appears in our weekly email to OTA contacts (over 10,000 recipients and a 44% open rate)

- Quarterly commitment
 - Leaderboard Ad: \$3,500 **SOLD 2024**
 - 1 Box Ad: \$2,500 (2 available per issue)
 - Bottom Banner Ad: \$2,000
- Ad hoc pricing
 - Leaderboard Ad: \$350 per week **SOLD 2024**
 - 1 Box Ad: \$250 per week (2 available per issue)
 - Bottom Banner Ad: \$200 per week

Industry Corner Article - \$2,500

Customize your industry corner article to be included in the OTA Fracture Line's Newsletter:

- Promote new research
- Engage OTA members in a survey
- Link to your website,
- Discuss new product launches
- Technical videos, etc

*content approved by OTA

Fracture Night Ad - \$2,000

Fracture Night is a successful series of complimentary, informal, case conference sessions targeted primarily at residents and fellows. Sessions run the first 3 Wednesdays of the month. Weekly average of 110 attendees*.

Ads can be purchased in 1 of 2 ways:

- 30-60 second video played at the beginning of the session
 - Static ad placed in email reminder to those registered (around 500 - 600 recipients)
- Static PowerPoint slide screen shared the 10 minutes prior to the session start. (Slide may be taken down temporarily if presenter needs to test system)
 - Static ad placed in email reminder to those registered (around 500 - 600 recipients)

*OTA cannot guarantee the number of attendees logged in at a particular time.



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Individual Marketing Items

Fracture Night 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 **SOLD 2024**
 - Bottom Banner Ad: \$1,500
- Ad hoc pricing
 - Top Banner Ad: \$250 per week **SOLD 2024**
 - Bottom Banner Ad: \$200 per week

Social Media Paid Ads

Your social media ad will be posted on the OTA Facebook, Instagram, LinkedIn and X (formerly Twitter) accounts. We continue to have a low CPR (Cost Per Result) and we will work with you to tailor your message to various audiences. (Runs for 7 days)

- \$2,300 (not 1 month prior to and throughout Annual Meeting)
- \$5,000

Virtual Industry Session

Virtual industry sessions will be promoted through OTA marketing via social media, newsletter, webinar calendar

- Partner to plan content, confirm faculty, and provide platform
- \$15,000
- \$7,500 (Special Pricing for OTA Online Participants)

OTA Online



Include your industry product information, technique videos, new product launches and on OTA's premier resource for online education and research

Discounts are provided to OTA Industry Partner Donors. See page 5 for more information.

Discussion Forum

The OTA Discussion Forum is a *private* community where OTA members can collaborate on individual cases, build consensus, improve and advance medical skills and knowledge, receive or offer career mentorship, and discover new medical data and technologies.

- Landing Page
 - Top Banner Ad: \$1,500 quarterly
 - Bottom Banner Ad: \$1,250 quarterly
- Discussion Forum Member Page
 - Top Banner Ad: \$1,500 quarterly
 - Bottom Banner Ad: \$1,250 quarterly

OTA Podcast Channel Audio Advertising

- Audio Advertising in OTA Podcast Channel Episodes
- Industry Sponsored Podcasts
- See page 3 for details. (*pending*)



OTA Job Board Ad - \$2,500 quarterly

This ad appears on the OTA Job Board landing page. The Job Board is one of the most highly trafficked pages for OTA.org

The landing page had over 48,000 visits in 2023. (Ads will only be sold on a quarterly basis)

- Banner Ad (Located at the top of the landing page)
- Box Ad (Located to the right of the state listings)

OTA Podcast



**OTA Podcast
advertising opportunities**

**More than
300,000 downloads**

Why the OTA Podcast?

**Directly access your
target audience:**

Orthopaedic trauma professionals

**Listeners hear your message
everywhere: at home,
in the car, or working out**

**8,700 downloads a month,
1,500 downloads per episode**
[average]



**Distributed across
all major platforms, including
Apple, Google, and Spotify**

- Episodes are promoted through social media and OTA member communications.
- 68% of podcast listeners listen to the entire episode.¹
- More than half of all college graduates listen to podcasts.²

¹MIDAS Survey, Summer 2022; https://www.rajar.co.uk/docs/news/MIDAS_Summer_2022_.pdf

²Pew Research Center, April 2023; <https://www.pewresearch.org/journalism/2023/04/18/podcast-use-among-different-age-groups/>

OTA Podcast



Two ways to sponsor the OTA Podcast

Sponsored Content Episodes

- Up to 45 minutes of your own content distributed through the OTA Podcast channel
- Production services available
- Promoted on OTA social media channels
- \$8,000 per episode

Standard Episode Sponsorship

- Advertise in standard episodes in packages of 1 or more
- Two 30-second ad spots; one at the head and one in the middle
- Production services available
- Spread your message across weeks or months
- \$3,000 per episode, discounted rates for packages of 2 or more

Additional Benefits

- “Thanks to our sponsors” signage at OTA Annual Meeting.
- “Thanks to our sponsors” callouts on OTA social media.
- Analytics provided by Libsyn podcast platform.

OTA Podcast Booth

- Your logo on a 10'x10' booth in a prime location at the OTA Annual Meeting.
- Sponsorship callouts in 10 episodes recorded in the booth.

OTA Online

OTA's premier resource for online orthopaedic trauma education.

| | Tier 1 | Tier 2 | Tier 3 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|---------------------|-------------------|
| Number of files allowed | 24 videos 48 PDF | 12 videos 24 PDF | 4 videos 4 PDF |
| Available partner pages for: • Education videos • Resource documents • Events calendar | 3 | 2 | 1 |
| 30% first-year discount on dedicated OTA Discussion Forum | X | X | |
| Video included on OTA home page | X | X | |
| Company marketing call-out box with graphics on OTA Online landing page | X | X | |
| Partner content included in keyword/topic search on OTA Online / OTA website | X | X | X |
| OTA Online partners acknowledged at OTA Annual Meeting | X | X | X |
| Complimentary ads in OTA newsletter per year: • Timing and ad placement at the discretion of OTA • Text limited to 30 words; links may be inserted to partner pages | 4 | 3 | 2 |
| Marketing Outreach OTA marketing via OTA Member Newsletter and social media channels (Facebook, Instagram, X, and LinkedIn) • New content promotion within two weeks of update, timing at OTA discretion, maximum once a month. • Call out to OTA Online Sponsors - Eblast bi-annually - Social media posts monthly | X | X | X |
| Virtual Industry Sessions opportunities: • May purchase two 1-hour virtual industry sessions annually, at cost of \$7,500 each (50% discount from standard cost; counts as sponsorship fee, not education grant) • OTA to promote via newsletter, OTA website, and social media • Recorded session will published on OTA Online (Partner to plan content, confirm faculty, and provide platform) | X | X | |
| | | | |
| Pricing [OTA Gold Level Donor discount] | \$120K [\$100K] | \$80K [\$64K] | \$40K [\$32K] |