

2025 MARKETING GUIDE



AT A GLANCE

Email & Newsletter Ads

Fracture Lines - Weekly Newsletter

- Quarterly Ad \$2,000 - \$3,500
- Industry Corner Article \$2,500

Fracture Lines - Weekly Newsletter

- Ad Hoc Weekly \$200 - \$350

Education Wednesday Email

- Quarterly Ad \$1,500 - \$2,000

Education Wednesday Email

- Ad Hoc Weekly Ad \$200 - \$250

Website and on the Web

Social Media Ads

- November - September \$2,300
- October \$5,000

Virtual Industry Session

\$15,000

Fracture Night Ad

\$2,000

- 30-60 Second Video
- Static Power Point slide

Podcast

- Industry Sponsored Podcast \$10,000
- Advertising in OTA Podcast Channel Episodes \$3,000

Career Center Page Ad

- Quarterly Ad \$2,500 - \$3,000



2025 MARKETING GUIDE

NEWSLETTER AND EMAIL ADS

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
 - I Box Ad: \$2,500 (2 available per issue)
 - Bottom Banner Ad: \$2,000
- Ad hoc pricing
 - Leaderboard Ad: \$350 per week
 - I 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

*content approved by OTA



2025 MARKETING GUIDE

NEWSLETTER AND EMAIL ADS

Education Wednesdays Newsletter Ad

This ad appears in our bi-weekly reminder email to register for Fracture Night and OTA Webinars (over 10,000 recipients and a 42% average open rate)

- Quarterly commitment
 - Top Banner Ad: \$2,000
 - Bottom Banner Ad: \$1,500
- Ad hoc pricing
 - Top Banner Ad: \$350 per week
 - Bottom Banner Ad: \$300 per week

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.

2025 MARKETING GUIDE

WEBSITE AND ON THE WEB

Your social media ad will be posted on the OTA Facebook, Instagram, LinkedIn and X (formally 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 (November thru September)
- \$5,000 (October)

**Social
Media
Paid Ads**

Host a Virtual Industry Session!

Share your latest research, message or new product launch with a Virtual Industry Session before the OTA Annual Meeting. Virtual Industry Sessions will be promoted through OTA marketing via social media, newsletter, webinar calendar.

Industry partner to plan content, confirm faculty, and provide platform

**Virtual
Industry
Session**

\$15,000

2025 MARKETING GUIDE

WEBSITE AND ON THE WEB

This exciting opportunity reaches orthopaedic trauma professionals through OTA's industry-sponsored podcast series. This platform can spotlight key innovations, clinical discussions, and industry insights—delivered directly to OTA's engaged audience of surgeons, residents, and advanced practice providers.

- Audio Advertising in OTA Podcast Channel Episodes - \$3,000
- Industry Sponsored Podcasts - \$10,000
- See page 6 for details

Industry Sponsored Podcast

Post an ad on one of our most highly trafficked pages. The Career Center ad can appear on the home page, job search results page, or the job page. (Ads will only be sold on a quarterly basis)

- Home Page
 - Top Banner - \$3,000
 - Lower Banner - \$2,500
- Job Search Results Page
 - Top Banner - \$3,000
 - Lower Banner - \$2,500
 - Side Board - \$2,500
- Job Page
 - Top Banner - \$3,000
 - Lower Banner - \$2,500
 - Side Board - \$2,500

OTA Career Center Ads

OTA Podcast



**OTA Podcast
advertising opportunities**

**More than
350,000 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**

**5,000 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 with ConveyMed
- Promoted on OTA social media channels
- \$10,000 per episode

Standard Episode Sponsorship

- Advertise in standard episodes in packages of 1 or more
- Two 30-second ad spots; one pre-roll and one mid-roll
- 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.