



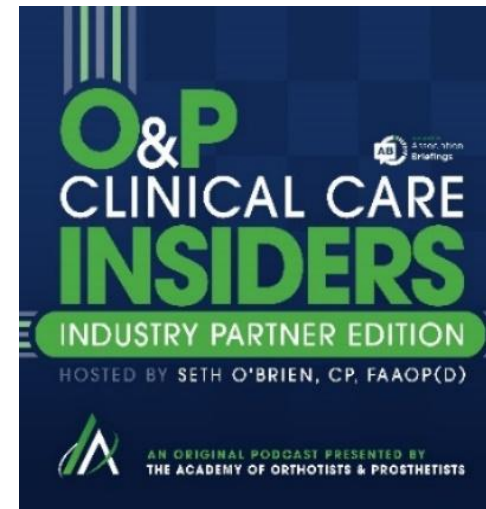
WHY SPONSOR A PODCAST?

O&P Clinical Care Insiders has launched a new podcast series, *The Industry Partner Edition*. Each episode will feature a representative from a sponsored company, ideally a clinician, to discuss a specific product in an educational and informative way. Episodes may highlight clinically relevant products, technologies, and colleagues.

SPONSORSHIP OFFERING:

One Episode | \$2,900

- 30-minute podcast streamed via Spotify, Apple Podcast, and Google Podcast.
- Pre-roll. Company mention in the first 10 seconds of the podcast.
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- Post-roll. Company mention in the last 30 seconds of the podcast. *Specs: 90 words or less | Voiceover.*
- Social media exposure. Company logo and name included in social media promotions for the episode.
- Inclusion in the *Academy ADVANTAGE* e-newsletter promotions.
- Inclusion in the Show Notes webpage.
- On-site signage if recording live at the Annual Meeting.



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