THE ACADEMY ADVANTAGE

The Academy ADVANTAGE, our weekly e-newsletter, stands as one of the O&P industry's most comprehensive and trusted news sources, delivering over 140,000+ influential moments annually. Tailored to match individual subscriber preferences, it features a rich blend of content, including groundbreaking research, professional development opportunities, and curated O&P news that highlights industry advancements and trends.

Distributed to Academy members made up of a diverse audience of certified practitioners, state-licensed professionals, assistants, technicians, and fitters, *The Academy ADVANTAGE* is an essential resource for staying informed and connected.

140,000
Influential Moments

Each year, the Academy ADVANTAGE experiences a significant impact through a remarkable tally of over **140,000 influential moments**, contributing to its widespread recognition and influence in the market.

47%
Average Open Rate

18%
Average Click Rate

2026 YTD Stats

ADVERTISING OPPORTUNITIES:

Rates below are for 13 consecutive issues. All images must be sumitted as a JPEG, GIF, or PNG and 72 dpi. Animations are acceptable but should not exceed 5 seconds in length.

LEADERBOARD AD I $3,000

(728 px x 90 px)
Prominent banner placement positioned directly above the newsletter's masthead.

LOWER LEADERBOARD AD I $2,750

(728 px x 90 px)
Prominent banner placement positioned directly below the newsletter's masthead.

TOP BANNER AD I $2,250

(728 px x 90 px)
Banner placement positioned directly below the lead article.

SPONSORED CONTENT AD I $1,500

(300 px x 200 px + 50-words)
Showcase your company, product or service with an engaging graphic/video and text ad.

Purchase four consecutive runs and receive a 25% discount!

THE ACADEMY AAOP

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