

# DRIVING INNOVATION

## 2023 AOPA NATIONAL ASSEMBLY

INDIANAPOLIS, IN | SEPT 6-9, 2023

# RECRUITMENT GUIDE



## SHOWCASE YOUR ORGANIZATION AND OPEN POSITIONS TO TOP TALENT!

The 2023 AOPA Recruitment Guide is a print and fully interactive digital booklet that will be released at the start of the 2023 AOPA National Assembly. The Guide features full-page advertisements from the nation's top employers in orthotics and prosthetic care who are seeking to fill open positions with skilled new or experienced professionals.

### CHOOSE FROM THE FOLLOWING PACKAGES:

Organizations exhibiting at the 2023 AOPA National Assembly are eligible for a 10% discount on either package!

#### Enhanced - \$1,950

- Full-page black & white ad in the print version and full-page color ad in the digital version of the Guide
- Three 60-day job postings along with 60-day CV/resume database access on the AOPA Career Center

#### Basic - \$1,250 (for Private Practice - \$750)

- Full-page black & white ad in the print version and full-page color ad in the digital version of the Guide
- One 30-day job posting along with 30-day CV/resume database access on the AOPA Career Center

*Job postings must be used within 30 days after the Recruitment Guide is released*

### HOW WILL YOUR AD AND THE GUIDE BE SEEN?

#### It will be:

- Made available via printed booklets to attendees of the 2023 AOPA National Assembly
- Emailed directly to AOPA members and job seekers
- Featured on the AOPA Career Center for 30 days
- Included in the AOPA Job Flash email in September
- Posted on AOPA's social media platforms
- Linked within the National Assembly mobile app
- Advertised in the National Assembly program book
- Mentioned in AOPA's member newsletter, *AOPA In Advance*
- Highlighted in AOPA's print and digital publication, *O&P Almanac*
- Publicized on AOPA's main website

### ADDITIONAL INFORMATION:

#### Submission Deadline

All ads must be submitted by August 24, 2023 at 4:00 PM ET.

#### Specifications

- Size recommendation for ads is 5 inches wide by 7.75 inches tall for an optimal viewing experience
- All ads should be submitted as PDF files in color with no bleed. We will convert ads to black & white for the print version only if a color upgrade was not purchased
- All links for embedded videos must be links to YouTube, Vimeo, or a URL ending in ".mp4"

#### Add Ons

- |   |                |
|---|----------------|
| • Customized ad creation  | <b>\$175</b>   |
| • Color upgrade in printed version  | <b>\$500</b>   |
| • Embedded video in digital version   | <b>\$500</b>   |
| • Inside front cover placement with color upgrade   | <b>\$1,500</b> |
| • Back cover ad placement with a color upgrade in print version and placement within the first three ads in the digital version | <b>\$2,500</b> |

The only official recruitment guide sponsored and endorsed by AOPA.



### Secure Your Spot Today!

Please contact Jim Cook at 727-497-6552 or by email at [jim.cook@communitybrands.com](mailto:jim.cook@communitybrands.com) for more information.