



DIRECTIONS



2017

MEDIA KIT



GENERAL INFORMATION

DIRECTIONS is the official publication of the National Registry of Rehabilitation Technology Suppliers (NRRTS) and the de-facto journal of the Complex Rehab industry and profession with a distribution of approximately 10,000 copies. **DIRECTIONS** is mailed out six times annually (late January, late March, late May, late July, late September, and late November).

DIRECTIONS is also available for immediate download from www.nrrts.org/directions. **DIRECTIONS** magazine has over 1500 unique visits per month. All website addresses on ads are live links.

ADDITIONAL INFORMATION

ADVERTISING ORDERS, CONTRACTS & PAYMENTS TO:

Amy Odom

DIRECTOR OF MARKETING & OPERATIONS

P 806/781-8932

F 888/251-3234

A 5815 82nd Street,
Suite 145, Box 317

Lubbock, TX 79424

E aodom@nrrts.org

ADVERTISING MATERIALS TO:

Hartsfield Design

Attn: Mark Hartsfield

4408 Brownfield Drive, Suite B
Lubbock, Texas 79410

P 806-748-5403

E nrrts@hartsfielddesign.com

EDITORIAL CALENDAR

VOL. REHAB CASE STUDY

- 1 CLIENT WITH APPROPRIATELY CONFIGURED MANUAL WHEELCHAIR
- 2 CLIENT TRANSITIONING
- 3 TILT APPLICATIONS
- 4 TRAUMATIC BRAIN INJURY
- 5 SLEEP POSITIONING
- 6 LOW TONE SEATING

VOL. CLINICAL CORNER

- 1 OPTIMIZING SELF PROPULSION AND REDUCING RSI RISK
- 2 TRANSITIONING FROM MANUAL TO POWER MOBILITY
- 3 TILT: TYPES AND INDICATORS
- 4 TRAUMATIC BRAIN INJURY
- 5 SLEEP POSITIONING
- 6 SEATING CLIENTS WITH LOW MUSCLE TONE

VOL. MEDICAL FOCUS

- 1 REPETITIVE STRESS INJURIES
- 2 AGING WITH A DISABILITY
- 3 PRESSURE RELIEF GUIDELINES
- 4 MULTIPLE SCLEROSIS
- 5 TISSUE BIOMECHANICS
- 6 MUSCLE TONE

SUBMISSION DEADLINES

Advertisements are due in the NRRTS office no later than close of business on the deadline dates listed:

ISSUE	AD CLOSING	ISSUE	ART DUE
Vol I	December 26, 2016	Vol I	January 3, 2017
Vol II	February 27, 2017	Vol II	March 6, 2017
Vol III	April 24, 2017	Vol III	May 1, 2017
Vol IV	June 19, 2017	Vol IV	July 3, 2017
Vol V	August 21, 2017	Vol V	August 28, 2017
Vol VI	October 23, 2017	Vol VI	October 30, 2017

AD RATES, SIZES & SPECIFICATIONS

PUBLICATION POLICY

NRRTS reserves the right to limit advertising to the space available. NRRTS accepts only advertising that furthers and fosters the mission of the National Registry of Rehabilitation Technology Suppliers as approved by the NRRTS Board of Directors

CANCELLATION POLICY

If advertising contracts are cancelled before all six issues are published, the advertiser will forfeit and pay the "prompt-pay" or volume discount for all issues.

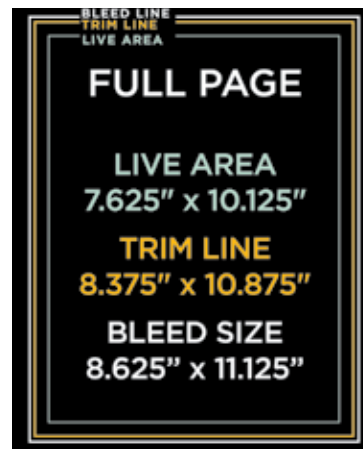
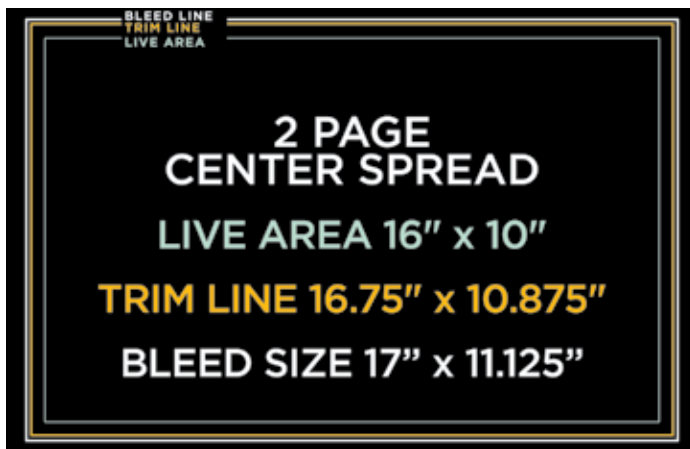
CONTACT

For more information on advertising in **DIRECTIONS**, please contact Amy Odom at 806-781-8932 (aodom@nrrts.org).

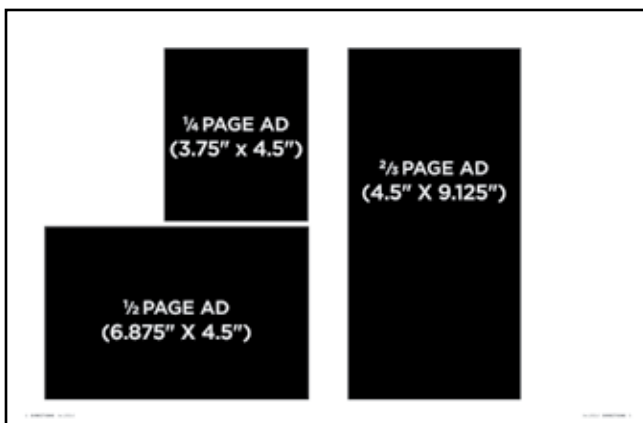
SIZE	2-Page Center Spread	Full Page (<i>Inside Front & Inside Back Covers</i>)
PRICE	\$4326.00	\$2250.00

SIZE	Back Cover	Page 1, 3, 5	Full Page
PRICE	\$2703.75	\$2054.85	\$1662.25

Artwork should extend past trim line to the bleed line. Please keep all text, logos and important images in the live area.



SIZE	2/3 Page	1/2 Page	1/4 Page
PRICE	\$1030.00	\$916.70	\$803.40



A 1 point stroke will be added to edges of 2/3, 1/2 or 1/4 page ads. Please note that your artwork may be placed on a light or dark background. Please design accordingly.

*CLASSIFIED ADS (LIMITED TO 200 WORDS)

AVAILABLE TO	NRRTS Registrants	Friends of NRRTS	Anyone
PRICE	\$75.00	\$150.00	\$250.00

SUBMISSION POLICIES

All files must be built to size in the correct digital format and ready for output. All advertisers must check artwork prior to submission, and no pre-publication proofs will be provided. **DIRECTIONS will not be held responsible for the printed outcome.** If you are unsure about ad specs, please email nrrts@hartsfielddesign.com for clarification.

- Full page ads: See infographic for exact trim and bleed specs. If ad is not built appropriately, ad may not print as intended.
- 4-color ads: CMYK composite artwork in any acceptable software format. NO RGB or spot color files will be accepted. If sending a CD, please include a laser proof.
- Include ALL fonts or outline type.

MEDIA

- CD-ROM
- Files may also be compressed and emailed to nrrts@hartsfielddesign.com (please cc: to aodom@nrrts.org).

DIGITAL FILE SPECIFICATIONS

- Acceptable format: Adobe PDF
- All ads must be built to size.
- All full page ads must include bleeds and trim marks.
- All artwork must be 300 dpi.
- PDF files must be saved as full-size CMYK, high resolution (press quality) files, and all fonts and graphics must be embedded. Include bleeds and trim marks to insure proper placement.

DISCOUNTS

Companies receive a 15% discount if six consecutive ads are placed in **DIRECTIONS** for the calendar year. **PAYMENTS MUST BE MADE BY THE DUE DATE OR DISCOUNT IS FORFEITED.**



NRRTS DIRECTIONS 2017 ADVERTISING AGREEMENT

Name _____
 Title _____
 Company _____
 Address _____
 City _____ State _____
 Zip _____
 Phone _____ / _____ - _____ Fax _____ / _____ - _____ Email _____

DIRECTIONS

DIRECTIONS is published six times annually. Please check all that apply. **IF YOU ADVERTISE IN SIX CONSECUTIVE ISSUES IN 2016, A 15% DISCOUNT WILL BE GIVEN. IF PAYMENT IS NOT MADE BY DUE DATE, THEN THE 15% DISCOUNT FOR THAT ISSUE WILL BE FORFEITED.** Thank you for prompt payment. See DIRECTIONS advertising rate sheet for specific prices and materials deadlines.

VOLUME 1 AD CLOSING - December 26, 2016 ART DUE - January 3, 2017			<input type="checkbox"/> Classified (Text Only - 200 word maximum) (NRRTS Registrants - \$75.00) (Friends of NRRTS - \$150.00) (Anyone - \$250.00)
<input type="checkbox"/> 2-Page Center Spread, \$4326.00	<input type="checkbox"/> Full Page, \$1662.25	<input type="checkbox"/> 1/2 Page, \$916.70	
<input type="checkbox"/> Full Page, Page 1, 3, 5 \$2054.85	<input type="checkbox"/> Back Cover, \$2703.75	<input type="checkbox"/> 1/4 Page, \$803.40	
<input type="checkbox"/> Full Page, Inside Front or Back Cover, \$2250.00	<input type="checkbox"/> 2/3 Page, \$1030.00		
VOLUME 2 AD CLOSING - February 27, 2017 ART DUE - March 6, 2017			<input type="checkbox"/> Classified (Text Only - 200 word maximum) (NRRTS Registrants - \$75.00) (Friends of NRRTS - \$150.00) (Anyone - \$250.00)
<input type="checkbox"/> 2-Page Center Spread, \$4326.00	<input type="checkbox"/> Full Page, \$1662.25	<input type="checkbox"/> 1/2 Page, \$916.70	
<input type="checkbox"/> Full Page, Page 1, 3, 5 \$2054.85	<input type="checkbox"/> Back Cover, \$2703.75	<input type="checkbox"/> 1/4 Page, \$803.40	
<input type="checkbox"/> Full Page, Inside Front or Back Cover, \$2250.00	<input type="checkbox"/> 2/3 Page, \$1030.00		
VOLUME 3 AD CLOSING - April 24, 2017 ART DUE - May 1, 2017			<input type="checkbox"/> Classified (Text Only - 200 word maximum) (NRRTS Registrants - \$75.00) (Friends of NRRTS - \$150.00) (Anyone - \$250.00)
<input type="checkbox"/> 2-Page Center Spread, \$4326.00	<input type="checkbox"/> Full Page, \$1662.25	<input type="checkbox"/> 1/2 Page, \$916.70	
<input type="checkbox"/> Full Page, Page 1, 3, 5 \$2054.85	<input type="checkbox"/> Back Cover, \$2703.75	<input type="checkbox"/> 1/4 Page, \$803.40	
<input type="checkbox"/> Full Page, Inside Front or Back Cover, \$2250.00	<input type="checkbox"/> 2/3 Page, \$1030.00		
VOLUME 4 AD CLOSING - June 19, 2017 ART DUE - July 3, 2017			<input type="checkbox"/> Classified (Text Only - 200 word maximum) (NRRTS Registrants - \$75.00) (Friends of NRRTS - \$150.00) (Anyone - \$250.00)
<input type="checkbox"/> 2-Page Center Spread, \$4326.00	<input type="checkbox"/> Full Page, \$1662.25	<input type="checkbox"/> 1/2 Page, \$916.70	
<input type="checkbox"/> Full Page, Page 1, 3, 5 \$2054.85	<input type="checkbox"/> Back Cover, \$2703.75	<input type="checkbox"/> 1/4 Page, \$803.40	
<input type="checkbox"/> Full Page, Inside Front or Back Cover, \$2250.00	<input type="checkbox"/> 2/3 Page, \$1030.00		
VOLUME 5 AD CLOSING - August 21, 2017 ART DUE - August 28, 2017			<input type="checkbox"/> Classified (Text Only - 200 word maximum) (NRRTS Registrants - \$75.00) (Friends of NRRTS - \$150.00) (Anyone - \$250.00)
<input type="checkbox"/> 2-Page Center Spread, \$4326.00	<input type="checkbox"/> Full Page, \$1662.25	<input type="checkbox"/> 1/2 Page, \$916.70	
<input type="checkbox"/> Full Page, Page 1, 3, 5 \$2054.85	<input type="checkbox"/> Back Cover, \$2703.75	<input type="checkbox"/> 1/4 Page, \$803.40	
<input type="checkbox"/> Full Page, Inside Front or Back Cover, \$2250.00	<input type="checkbox"/> 2/3 Page, \$1030.00		
VOLUME 6 AD CLOSING - October 23, 2017 ART DUE - October 30, 2017			<input type="checkbox"/> Classified (Text Only - 200 word maximum) (NRRTS Registrants - \$75.00) (Friends of NRRTS - \$150.00) (Anyone - \$250.00)
<input type="checkbox"/> 2-Page Center Spread, \$4326.00	<input type="checkbox"/> Full Page, \$1662.25	<input type="checkbox"/> 1/2 Page, \$916.70	
<input type="checkbox"/> Full Page, Page 1, 3, 5 \$2054.85	<input type="checkbox"/> Back Cover, \$2703.75	<input type="checkbox"/> 1/4 Page, \$803.40	
<input type="checkbox"/> Full Page, Inside Front or Back Cover, \$2250.00	<input type="checkbox"/> 2/3 Page, \$1030.00		

Signature _____ Date _____ / _____ / _____

PAYMENT METHOD

Company Check Ck.# _____ Amount \$ _____ OR Invoice company after each issue
 Purchase Order # _____ ATTN TO: _____
 MasterCard VISA Discover American Express
 Credit Card # _____ - _____ - _____ Security code _____
 Name on Card _____ Signature _____ Expiration Date _____ / _____
 Billing Address for Card _____ City _____ ST _____ ZIP _____
 I authorize NRRTS to charge \$ _____ to the above credit card. Date _____ / _____ / _____

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