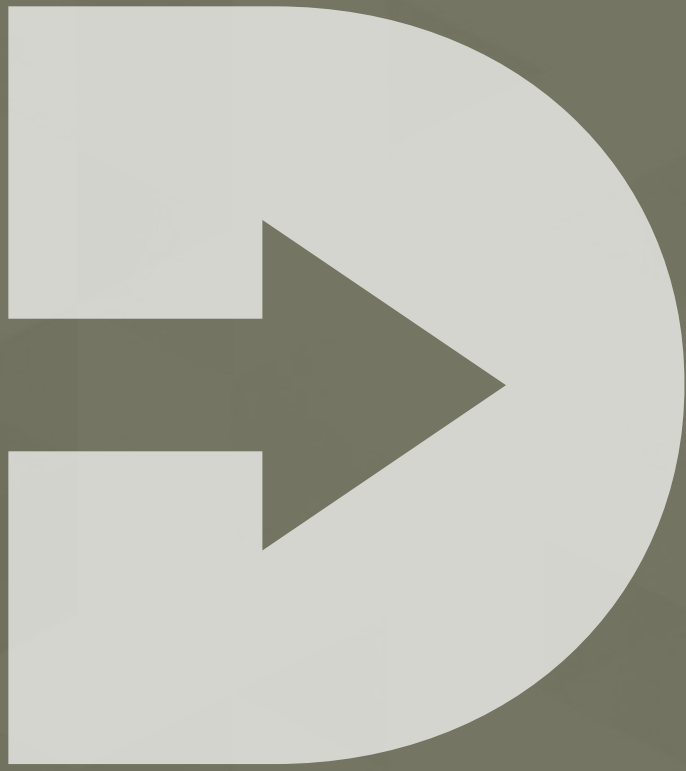


**DIRECTIONS**



**2020**

***MEDIAKIT***

# ADVERTISE in DIRECTIONS

**DIRECTIONS**, the official magazine of the National Registry of Rehabilitation Technology Suppliers, is published six times annually and reaches industry professionals, including skilled, influential and rehab-focused Rehabilitation Technology Suppliers located in all 50 states, Canada and Puerto Rico.

**DIRECTIONS** is also available for immediate download from <https://nrrts.org/directions/>

The **DIRECTIONS digital edition** has more than 10,000 unique visits per year. All website addresses on ads are live links.

**DIRECTIONS** uses **social media** (Instagram, Facebook, Twitter) to bring in additional readers.

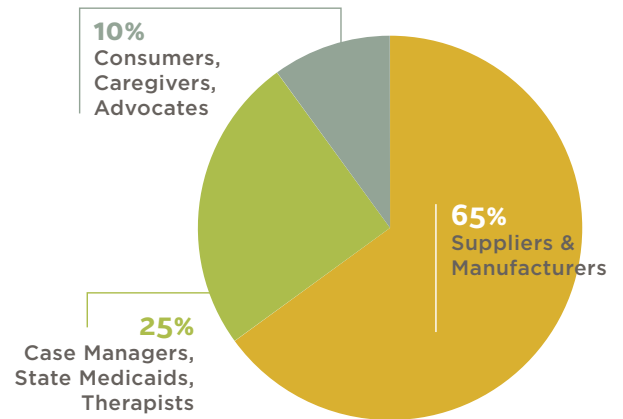
**Bonus hard copy distribution** is available at annual industry conferences.

**DIRECTIONS** offers **pass along copies** – featured individuals are passed along to family and companies.

“**DIRECTIONS** puts Stealth Products in front of our key target audience. With well-written and informative articles by industry leaders, **DIRECTIONS** has become a publication in the complex rehab industry that you almost have to be seen in. Advertising in **DIRECTIONS** is well worth the return on investment.”

Barry Steelman, Director of Marketing, Stealth Products

“I was grateful to be included in **DIRECTIONS** magazine and look forward to reading each future issue.” **Gabe Adams, consumer**



## Suppliers, Consumers, Clinicians, CRT Advocates!

*We have something for everyone in our featured sections.*

A few of these include **Notes from the Field, Industry Leader, Clinically Speaking** and **Rehab Case Study**.

Each issue contains something relevant to clinical content, human interest stories, CEU articles, funding and legislative issues. Consumers share their personal stories in a special section of **DIRECTIONS' "Life on Wheels."**

“**DIRECTIONS** is my “go to” magazine for quick, informative well-written articles that add to my knowledge base in wheelchair service provision.”

Kelly Waugh, PT, MAPT, ATP

“It’s always a great day when my **DIRECTIONS** magazine arrives in the mail. The content is consistently relevant and thought provoking. **DIRECTIONS** does a great job pulling our industry partners together to share ideas, clinical concepts and CRT updates!”

Katie Roberts, MS, ATP, CRTS®

CONTACT [aodom@nrrts.org](mailto:aodom@nrrts.org) TO ADVERTISE

## PUBLICATION SCHEDULE

**DIRECTIONS** is mailed out six times annually (early February, early April, early June, early August, early October and early December.)

### 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@nrts.org

### ADVERTISING MATERIALS TO:

**Hartsfield Design**

**Attn: Mark Hartsfield**

4408 Brownfield Drive, Suite B  
Lubbock, Texas 79410

**P** 806-748-5403

**E** nrts@hartsfielddesign.com

## SUBMISSION DEADLINES

Advertisements are due no later than close of business on the dates listed:

ISSUE	AD CLOSING
Vol I	December 30, 2019
Vol II	February 10, 2020
Vol III	April 13, 2020
Vol IV	June 15, 2020
Vol V	August 17, 2020
Vol VI	October 21, 2020

ISSUE	ART DUE
Vol I	January 6, 2020
Vol II	February 17, 2020
Vol III	April 20, 2020
Vol IV	June 22, 2020
Vol V	August 24, 2020
Vol VI	October 28, 2020

## EDITORIAL CALENDAR

### VOL. REHAB CASE STUDY

1	<b>TEAM APPROACH = RIGHT EQUIPMENT</b> JILLIAN CACOPARDO MPT, ATP/SMS
2	<b>JOURNEY TO GET A STANDING PWC</b> JENNITH BERNSTEIN, PT, DPT, ATP/SMS
3	<b>EVERYDAY WITH EMMITT</b> GINNY PALEG, PT, DScPT
4	<b>FROM ADAPTIVE STROLLER TO PWC AND FROM SWITCHES TO JOYSTICK: EMMY</b> ANGIE KIGER, M.Ed., CTRS, ATP/SMS
5	<b>CASE STUDY OF CLIENT WHO CHANGED FROM ONE DRIVE WHEEL CONFIGURATION TO ANOTHER</b> BECKY BREAUX, MS, OTR/L, ATP
6	<b>HOW TO ADVOCATE</b> GERRY DICKERSON, ATP, CRTS®

### VOL. CEU ARTICLES - CLINICAL PERSPECTIVE

1	<b>AGING WITH A DISABILITY</b> SUSAN TAYLOR JOHNSON, OTRL, RESNA FELLOW
2	<b>DYNAMICS OF MULTI-JOINT MUSCLES ON SITTING &amp; LYING POSTURES</b> TAMARA KITTLESON-ALDRED, MS, OTR/L, ATP/SMS & SAMMI WAKEFIELD, OTR/L, ATP
3	<b>MANUAL WHEELCHAIR CONFIGURATION TO OPTIMIZE SELF-PROPULSION - THE LATEST RESEARCH</b> IAN RICE, PhD, MS OT
4	<b>TRANSPORTATION OF CHILDREN WITH SPECIAL NEEDS</b> MISSY BRYAN, OTD, OTR/L, ATP, CPST
5	<b>PWC DRIVE WHEEL CONFIGURATION - DETERMINATION AND IMPLICATIONS</b> RACHEL FABINIAC, PT, DPT
6	<b>POWER WHEELCHAIRS: AN UPDATE ON ADVANCED FEATURES INCLUDE 'SMART PWC TECH'?</b> JILL BALDESSARI, OTR/L, ATP

### VOL. MEDICAL FOCUS

1	<b>ARTHRITIS INCIDENCE IN ADULTS WITH CEREBRAL PALSY</b> MICHELLE L. LANGE, OTR/L, ABDA, ATP/SMS
2	<b>UPDATED PRESSURE INJURY DEFINITION AND STAGING</b> MICHELLE L. LANGE, OTR/L, ABDA, ATP/SMS
3	<b>IMPACT OF VIBRATION ON MWC USERS</b> MICHELLE L. LANGE, OTR/L, ABDA, ATP/SMS
4	<b>DUCHENNE MUSCULAR DYSTROPHY</b> MICHELLE L. LANGE, OTR/L, ABDA, ATP/SMS
5	<b>RANGE OF MOTION DEFINITION AND ASSESSMENT</b> MICHELLE L. LANGE, OTR/L, ABDA, ATP/SMS
6	<b>ACCOMMODATING MEDICAL DEVICES IN WHEELCHAIR SEATING</b> MICHELLE L. LANGE, OTR/L, ABDA, ATP/SMS

# 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

## DISCOUNTS

Companies receive a 10% 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.

## CANCELLATION POLICY

If advertising contracts are cancelled before all six issues are published, the advertiser will forfeit the volume discount.

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 (Inside Front & Inside Back Covers)
PRICE	\$3790.00	\$2295.00

SIZE	Page 1, 3, 5	Full Page Rear Placement	Full Page
PRICE	\$1895.00	\$1695.00	\$1695.00

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

BLEED LINE  
TRIM LINE  
LIVE AREA

2 PAGE  
CENTER SPREAD

LIVE AREA 16" x 10"

TRIM LINE 16.75" x 10.875"

BLEED SIZE 17" x 11.125"

BLEED LINE  
TRIM LINE  
LIVE AREA

FULL PAGE

LIVE AREA  
7.625" x 10.125"

TRIM LINE  
8.375" x 10.875"

BLEED SIZE  
8.625" x 11.125"

BLEED LINE  
TRIM LINE  
LIVE AREA

FULL PAGE  
Rear Placement

LIVE AREA  
7.625" x 10.125"

TRIM LINE  
8.375" x 10.875"

BLEED SIZE  
8.625" x 11.125"

SIZE	2/3 Page	1/2 Page	1/4 Page
PRICE	\$1050.00	\$935.00	\$820.00

1/4 PAGE AD  
(3.75" x 4.5")

1/2 PAGE AD  
(4.5" x 9.125")

1/2 PAGE AD  
(6.875" x 4.5")

## 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.

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## 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.

- All websites should be hyperlinked.
- 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](mailto:nrrts@hartsfielddesign.com) (please cc: to aodom@nrrts.org).

**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.**

# NRRTS DIRECTIONS 2020 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 2020, A 10% DISCOUNT WILL BE GIVEN. IF PAYMENT IS NOT MADE BY DUE DATE, THEN THE 10% 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 30, 2019 | ART DUE - January 6, 2020

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 2-Page Center Spread, \$3790. <sup>00</sup>                         | <input type="checkbox"/> Full Page Rear Placement, \$1695. <sup>00</sup> | <input type="checkbox"/> 1/2 Page, \$935. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Page 1, 3, 5 \$1895. <sup>00</sup>                       | <input type="checkbox"/> Full Page, \$1695. <sup>00</sup>                | <input type="checkbox"/> 1/4 Page, \$820. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Inside Front or Inside Back Cover, \$2295. <sup>00</sup> | <input type="checkbox"/> 2/3 Page, \$1050. <sup>00</sup>                 |   |

### VOLUME 2 | AD CLOSING - February 10, 2020 | ART DUE - February 17, 2020

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 2-Page Center Spread, \$3790. <sup>00</sup>                         | <input type="checkbox"/> Full Page Rear Placement, \$1695. <sup>00</sup> | <input type="checkbox"/> 1/2 Page, \$935. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Page 1, 3, 5 \$1895. <sup>00</sup>                       | <input type="checkbox"/> Full Page, \$1695. <sup>00</sup>                | <input type="checkbox"/> 1/4 Page, \$820. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Inside Front or Inside Back Cover, \$2295. <sup>00</sup> | <input type="checkbox"/> 2/3 Page, \$1050. <sup>00</sup>                 |   |

### VOLUME 3 | AD CLOSING - April 13, 2020 | ART DUE - April 20, 2020

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 2-Page Center Spread, \$3790. <sup>00</sup>                         | <input type="checkbox"/> Full Page Rear Placement, \$1695. <sup>00</sup> | <input type="checkbox"/> 1/2 Page, \$935. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Page 1, 3, 5 \$1895. <sup>00</sup>                       | <input type="checkbox"/> Full Page, \$1695. <sup>00</sup>                | <input type="checkbox"/> 1/4 Page, \$820. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Inside Front or Inside Back Cover, \$2295. <sup>00</sup> | <input type="checkbox"/> 2/3 Page, \$1050. <sup>00</sup>                 |   |

### VOLUME 4 | AD CLOSING - June 15, 2020 | ART DUE - June 22, 2020

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 2-Page Center Spread, \$3790. <sup>00</sup>                         | <input type="checkbox"/> Full Page Rear Placement, \$1695. <sup>00</sup> | <input type="checkbox"/> 1/2 Page, \$935. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Page 1, 3, 5 \$1895. <sup>00</sup>                       | <input type="checkbox"/> Full Page, \$1695. <sup>00</sup>                | <input type="checkbox"/> 1/4 Page, \$820. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Inside Front or Inside Back Cover, \$2295. <sup>00</sup> | <input type="checkbox"/> 2/3 Page, \$1050. <sup>00</sup>                 |   |

### VOLUME 5 | AD CLOSING - August 17, 2020 | ART DUE - August 24, 2020

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 2-Page Center Spread, \$3790. <sup>00</sup>                         | <input type="checkbox"/> Full Page Rear Placement, \$1695. <sup>00</sup> | <input type="checkbox"/> 1/2 Page, \$935. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Page 1, 3, 5 \$1895. <sup>00</sup>                       | <input type="checkbox"/> Full Page, \$1695. <sup>00</sup>                | <input type="checkbox"/> 1/4 Page, \$820. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Inside Front or Inside Back Cover, \$2295. <sup>00</sup> | <input type="checkbox"/> 2/3 Page, \$1050. <sup>00</sup>                 |   |

### VOLUME 6 | AD CLOSING - October 21, 2020 | ART DUE - October 28, 2020

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 2-Page Center Spread, \$3790. <sup>00</sup>                         | <input type="checkbox"/> Full Page Rear Placement, \$1695. <sup>00</sup> | <input type="checkbox"/> 1/2 Page, \$935. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Page 1, 3, 5 \$1895. <sup>00</sup>                       | <input type="checkbox"/> Full Page, \$1695. <sup>00</sup>                | <input type="checkbox"/> 1/4 Page, \$820. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Inside Front or Inside Back Cover, \$2295. <sup>00</sup> | <input type="checkbox"/> 2/3 Page, \$1050. <sup>00</sup>                 |   |

Signature \_\_\_\_\_ Date \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

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