

DIRECTIONS



2021

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.

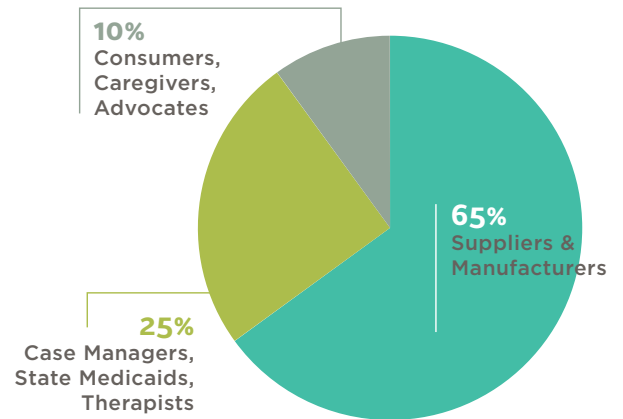
DIRECTIONS offers **pass along copies** – featured individuals are passed along to family and companies.

“**DIRECTIONS** has been the single most productive means of advertising for Prime Engineering for many years now. **DIRECTIONS** is a stand-out magazine with the highest-quality articles, and it continues to connect us with the key people in our industry. We look forward to the valuable content and outreach that **DIRECTIONS** continues to bring.”

Mary Wilson Boegel, President, Prime Engineering

“I love getting **DIRECTIONS**. I really enjoy reading about how people with disabilities are experiencing life. It's also a great educational resource to see the new equipment available to in the CRT industry.”

Jenny Siegle, Consumer Advocate



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

“**DIRECTIONS**...the BEST industry magazine on the market today. When it arrives in my mailbox or on my laptop, it's a stop down. I enjoy reading it from front to back. The relevant articles about CRT are always on point, and I really enjoy looking at the ads.”

Tom Simon, ATP, CRTS®, QRP

CONTACT 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

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	January 4, 2021
Vol II	February 22, 2021
Vol III	April 26, 2021
Vol IV	June 21, 2021
Vol V	August 23, 2021
Vol VI	October 25, 2021

ISSUE ART DUE

Vol I	January 11, 2021
Vol II	March 1, 2021
Vol III	May 3, 2021
Vol IV	June 28, 2021
Vol V	August 30, 2021
Vol VI	November 1, 2021

EDITORIAL CALENDAR

VOL. REHAB CASE STUDY

- 1 CASE STUDY FOCUSING ON DECREASING VIBRATION IN A MWC SYSTEM FOR A CLIENT** OLGA FOMINA, ATP
- 2 SCI SEATING AND MOBILITY CASE STUDY** KRISTEN CEZAT, PT, DPT, NCS, ATP/SMS
- 3 INTENSE PROBLEM SOLVING / CUSTOM SEATING SOLUTION CASE STUDY** LINDSAY ALFORD, BSC. OT
- 4 CASE STUDY OF OLDER ADULT SEATING SOLUTION** CINDY DUFF, PT, ATP, SMS
- 5 CASE STUDY FOCUSING ON A YOUNG CHILD AND SELF-PROPULSION** LAUREN ROSEN, PT, MPT, MSMS, ATP/SMS
- 6 CASE STUDY FOCUSING ON LATEST INNOVATIONS** MICHELLE LANGE, OTR/L, ABDA, ATP/SMS

VOL. CEU ARTICLES - CLINICAL PERSPECTIVE

- 1 VIBRATION AND ITS IMPACT ON WHEELCHAIR USERS** CURT PREWIT, MS, PT, ATP
- 2 30 YEARS AND COUNTING ... THE ADA AND ALL ITS TITLES** KELLY NAROWSKI, MA, ADAC
- 3 APOLLO 13: PROBLEM-SOLVING AND SEATING ASSESSMENT** CHERYL HON, B.A., M., OT
- 4 AGING IN PLACE – HOME AND VEHICLE ACCESS NEEDS** CINDI PETITO, OTR/L, ATP, CAPS
- 5 ISO AND RESNA STANDARDS AND WHEELCHAIR APPLICATIONS IN THE REAL WORLD** KARA KOPPLIN, B.SC. ENG,
- 6 SEATING AND MOBILITY – PAST, PRESENT, AND FUTURE** TOM BORCHERDING

VOL. MEDICAL FOCUS

- 1 SEIZURES** MICHELLE L. LANGE, OTR/L, ABDA, ATP/SMS
- 2 PRE-MATURITY** MICHELLE L. LANGE, OTR/L, ABDA, ATP/SMS
- 3 SPINA BIFIDA** MICHELLE L. LANGE, OTR/L, ABDA, ATP/SMS
- 4 CLINICAL INDICATORS FOR TILT IN SPACE (INCLUDE TYPES OF TILT)** MICHELLE L. LANGE, OTR/L, ABDA, ATP/SMS
- 5 CLINICAL INDICATORS FOR RECLINE** MICHELLE L. LANGE, OTR/L, ABDA, ATP/SMS
- 6 ACTIVE SITTING** 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

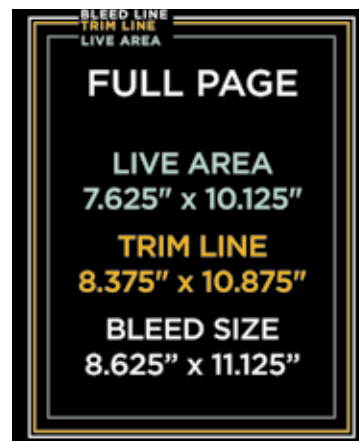
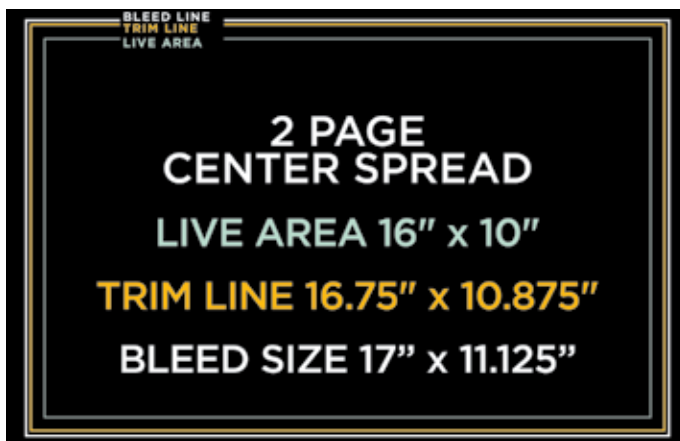
If advertising contracts are cancelled before all six issues are published, the advertiser will forfeit the volume discount.

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

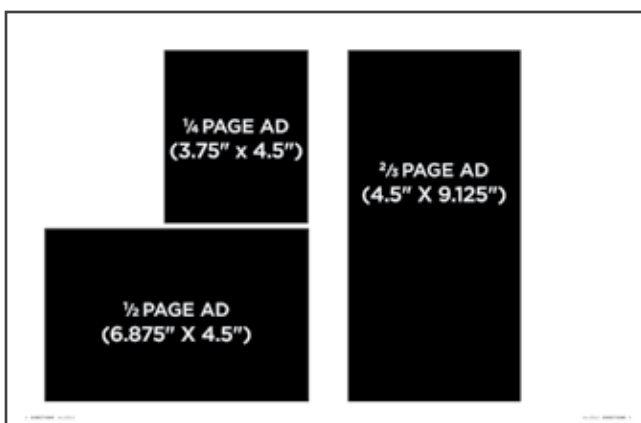
SIZE	2-Page Center Spread	Full Page (Inside Front & Inside Back Covers)
PRICE	\$3790.00	\$2295.00

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.



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



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.

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 (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 2021 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 2021, 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 - January 4, 2021 | ART DUE - January 11, 2021

- | | | |
|--|--|---|
| <input type="checkbox"/> 2-Page Center Spread, \$3790.00 | <input type="checkbox"/> Full Page Rear Placement, \$1695.00 | <input type="checkbox"/> 1/2 Page, \$935.00 |
| <input type="checkbox"/> Full Page, Page 1, 3, 5 \$1895.00 | <input type="checkbox"/> Full Page, \$1695.00 | <input type="checkbox"/> 1/4 Page, \$820.00 |
| <input type="checkbox"/> Full Page, Inside Front or Inside Back Cover, \$2295.00 | <input type="checkbox"/> 2/3 Page, \$1050.00 | |

VOLUME 2 | AD CLOSING - February 22, 2021 | ART DUE - March 1, 2021

- | | | |
|--|--|---|
| <input type="checkbox"/> 2-Page Center Spread, \$3790.00 | <input type="checkbox"/> Full Page Rear Placement, \$1695.00 | <input type="checkbox"/> 1/2 Page, \$935.00 |
| <input type="checkbox"/> Full Page, Page 1, 3, 5 \$1895.00 | <input type="checkbox"/> Full Page, \$1695.00 | <input type="checkbox"/> 1/4 Page, \$820.00 |
| <input type="checkbox"/> Full Page, Inside Front or Inside Back Cover, \$2295.00 | <input type="checkbox"/> 2/3 Page, \$1050.00 | |

VOLUME 3 | AD CLOSING - April 26, 2021 | ART DUE - May 3, 2021

- | | | |
|--|--|---|
| <input type="checkbox"/> 2-Page Center Spread, \$3790.00 | <input type="checkbox"/> Full Page Rear Placement, \$1695.00 | <input type="checkbox"/> 1/2 Page, \$935.00 |
| <input type="checkbox"/> Full Page, Page 1, 3, 5 \$1895.00 | <input type="checkbox"/> Full Page, \$1695.00 | <input type="checkbox"/> 1/4 Page, \$820.00 |
| <input type="checkbox"/> Full Page, Inside Front or Inside Back Cover, \$2295.00 | <input type="checkbox"/> 2/3 Page, \$1050.00 | |

VOLUME 4 | AD CLOSING - June 21, 2021 | ART DUE - June 28, 2021

- | | | |
|--|--|---|
| <input type="checkbox"/> 2-Page Center Spread, \$3790.00 | <input type="checkbox"/> Full Page Rear Placement, \$1695.00 | <input type="checkbox"/> 1/2 Page, \$935.00 |
| <input type="checkbox"/> Full Page, Page 1, 3, 5 \$1895.00 | <input type="checkbox"/> Full Page, \$1695.00 | <input type="checkbox"/> 1/4 Page, \$820.00 |
| <input type="checkbox"/> Full Page, Inside Front or Inside Back Cover, \$2295.00 | <input type="checkbox"/> 2/3 Page, \$1050.00 | |

VOLUME 5 | AD CLOSING - August 23, 2021 | ART DUE - August 30, 2021

- | | | |
|--|--|---|
| <input type="checkbox"/> 2-Page Center Spread, \$3790.00 | <input type="checkbox"/> Full Page Rear Placement, \$1695.00 | <input type="checkbox"/> 1/2 Page, \$935.00 |
| <input type="checkbox"/> Full Page, Page 1, 3, 5 \$1895.00 | <input type="checkbox"/> Full Page, \$1695.00 | <input type="checkbox"/> 1/4 Page, \$820.00 |
| <input type="checkbox"/> Full Page, Inside Front or Inside Back Cover, \$2295.00 | <input type="checkbox"/> 2/3 Page, \$1050.00 | |

VOLUME 6 | AD CLOSING - October 25, 2021 | ART DUE - November 1, 2021

- | | | |
|--|--|---|
| <input type="checkbox"/> 2-Page Center Spread, \$3790.00 | <input type="checkbox"/> Full Page Rear Placement, \$1695.00 | <input type="checkbox"/> 1/2 Page, \$935.00 |
| <input type="checkbox"/> Full Page, Page 1, 3, 5 \$1895.00 | <input type="checkbox"/> Full Page, \$1695.00 | <input type="checkbox"/> 1/4 Page, \$820.00 |
| <input type="checkbox"/> Full Page, Inside Front or Inside Back Cover, \$2295.00 | <input type="checkbox"/> 2/3 Page, \$1050.00 | |

Signature _____ Date _____ / _____ / _____

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