The National Registry of Rehabilitation Technology Suppliers (NRRTS) is the only organization dedicated to the support and advancement of Complex Rehabilitation Technology (CRT) Suppliers.

NRRTS is an association of committed, skilled, experienced individuals who provide Complex Rehab Technology (CRT) products and services to people with significant postural or mobility deficits.

NRRTS helps facilitate the well-being of the consumers our Registrants serve, through credentialing and registration of individuals who supply CRT products and services.

NRRTS strives to enhance the stature of NRRTS Registrants through the persistent achievement of rigorous professional and ethical standards.

NRRTS is committed to empowering consumer self-advocacy to assure access to appropriate technology.
NRRTS will work with you to tailor a digital campaign designed to reach CRT Suppliers and other professionals involved with seating & mobility. Let us know if you have a unique idea or want help trying something new.

- Weekly broadcast email reaching over two thousand dedicated CRT professionals responsible for recommending and purchasing CRT equipment and services.
- Infomercials placed on the NRRTS website and available for use on your company’s website.
- Dedicated eBlasts and ePostcard campaigns directed to the NRRTS subscriber list

**DIRECTIONS is Read by Suppliers, Consumers, Clinicians, and CRT Advocates**

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

- **Focus on Industry Leadership**
- **CEU Articles**
- **Articles from the Field by Practicing NRRTS Registrants**
- **Insights from NRRTS’ Leadership**
- **News from RESNA, NCART, and Unite4CRT**
- **Special Clinical Editorials**
- **News from Canada**

**PRINT & ONLINE PRESENCE FOR MAXIMUM ENGAGEMENT**

DIRECTIONS articles and advertisers are promoted on Instagram, Facebook, LinkedIn, and Twitter to increase engagement and attract new readers.

DIRECTIONS digital edition is seen by more than 20,000 professionals per year.

Advertisers’ products, messages, and webpages can be targeted with live links in DIRECTIONS DIGITAL edition.

DIRECTIONS is available for immediate download from NRRTS’ website at no charge.

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

NRRTS offers pass along copies of DIRECTIONS to featured individuals and companies.

**DIRECTIONS DIGITAL MEDIA OPPORTUNITIES**

**DIRECTIONS** is Ride Designs’ single most important conduit to current and potential customers, referral sources and the CRT industry at large. Additionally, the mission of NRRTS is worthy of generous support. To operate within the CRT industry without a strong and supportive relationship with NRRTS is to not be fully engaged and committed to the industry.

Kelly Waugh, PT, MAPT, ATP

Tom Hetzel, PT, ATP, Ride Designs

bnoelting@nrts.org
DIRECTIONS is mailed out six times annually (early February, early April, early June, early August, early October, and early December.)

ADVERTISING ORDERS, CONTRACTS & MATERIALS TO:
Bill Noelting
DIRECTOR OF MARKETING
P 615-400-8696
E bnoelting@nrrts.org

ADVERTISING PAYMENTS TO:
Amy Odom
DIRECTOR OF OPERATIONS
P 806-781-8932
A 585 82nd Street, Suite 145, Box 317
Lubbock, TX 79424
E aodom@nrrts.org

For your convenience, NRRTS accepts credit cards.

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

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<tr>
<th>ISSUE</th>
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<td>Vol I</td>
<td>January 9, 2023</td>
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<tr>
<td>Vol II</td>
<td>February 27, 2023</td>
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<td>Vol III</td>
<td>May 1, 2023</td>
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<td>Vol IV</td>
<td>June 26, 2023</td>
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<td>Vol V</td>
<td>August 28, 2023</td>
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<td>Vol VI</td>
<td>October 31, 2023</td>
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<td>September 11, 2023</td>
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<td>Vol VI</td>
<td>November 6, 2023</td>
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EDITORIAL CALENDAR

VOL. CEU ARTICLES - CLINICAL PERSPECTIVE
- EARLY INTERVENTION AND MOLDED SEATING
  TAMARA KETELSON, MS, OTRL
  In-depth coverage of use of molded seating with young children, pro-active approach.
- RUNNING TECHNOLOGY ACCESSORIES OFF THE PW BATTERIES
  LARRY CARTER, NATIONAL TRAINING MANAGER, MK BATTERY
  In-depth coverage of PWC batteries, including supporting other equipment such as ventilators and other assistive technology devices.
- ADAPTIVE CAR SEATS
  MELISSA TALLY, PT, MPT, ATP
  WILLIAM DANNER, OT, PERLMAN CENTER
  An in-depth look at adaptive car seats including protocol developed at the Cincinnati Children's Hospital.
- OUTCOMES - EXPLORE THE CHALLENGES AND MEASURE
  LAURA ROSEN, PT, MPT, MSMS, ATP/SMS
  An in-depth look at outcome measures and clinical applications.
- PEDIATRIC POWER WHEELCHAIR: STANDING FEATURE
  LISA KENYON, PT, DPT, PhD, PCS
  An in-depth look at pediatric power wheelchair standing features, research, and clinical implications.
- TRANSPORT ISSUES
  MIRIAM A. MANARY, MSE, UNIVERSITY OF MICHIGAN
  An in-depth look at transportation of wheelchairs including regulations (WC19, WC20), transport of occupied and non-occupied bases, crash testing, and more.

VOL. REHAB CASE STUDIES
- CASE STUDY: ELIZA, PEDIATRIC POWER, AND MOLDED SEATING
  LISA ROTELLI, ADAPTIVE SWITCH LABS
  This article tells the story of Eliza and her use of molded seating and a pediatric power wheelchair.
- CASE STUDY: BATTERY LIFE ISSUES
  JEFF PRESTON, PhD
  A consumer shares his experiences with power wheelchair battery issues and how this has impacted him.
- CASE STUDY: ADAPTIVE CAR SEATS
  JEN ERICKSON, NSM CANADA
  A case study focused on a client requiring an adaptive car seat.
- CASE STUDIES OF - CLIENTS: EMPHASIZING GOALS AND OUTCOMES
  THERESA BERNER, MOT, OTRL, ATP, MARLENE ADAMS, OT, REGONT, SUSAN TAYLOR, OTRL
  A series of case studies emphasizing use of outcomes measures in clinical practice.
- CASE STUDY: - YEAR OLD GIRL WITH COMPLEX POWER WHEELCHAIR SETUP
  BETSY HORL, PT, MATT TRAYNOR, ATP, CRTS®
  Case study of a complex pediatric client and seating and power wheelchair configuration.
- CASE STUDY: TRANSPORTATION
  BARRY DOYLE, MS, OTR/L, CDRS, CRAIG HOSPITAL
  Case study of a client and wheelchair transportation needs and solutions.

VOL. CLINICAL EDITORIAL
- THERAPISTS SEE THE WORLD THROUGH ACTIVITY ANALYSIS AND CLINICAL OBSERVATIONS
  SUSAN JOHNSON TAYLOR, OTRL
- THE IMPORTANCE OF THE FITTING TAKING PLACE WITH SUPPLIER AND THERAPIST
  BARBARA CRUME, PT, ATP
- THE IN THE HOME RULE
  JEAN MINKEL, PT, ATP
  AND LINDA NORTON, M.SC.CH, PHD, OT REG.ONT.
- WHEN TO RECOMMEND NEW EQUIPMENT OR NOT
  KATHY FISHER, B.SC. (OT)
- INCORPORATING INTERVENTIONS INTO EVERYDAY LIFE: A FUNCTIONAL APPROACH
  ROSLYN LIVINGSTONE, MSC (RS) OT
- CLINICAL EDITORIAL IN THE WORK
  ELLY MUGH, PT, MAPT/ATP
**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. A 2% LATE FEE WILL BE CHARGED FOR PAYMENTS NOT MADE ON OR BY THE DUE DATE. FOR YOUR CONVENIENCE, NRRTS ACCEPTS CREDIT CARDS.

**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 Bill Noelting at 615-400-8696 (bnoelting@nrrts.org).

### AD RATES, SIZES & SPECIFICATIONS

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

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2 PAGE CENTER SPREAD
LIVE AREA 16” x 10”
TRIM LINE 16.75” x 10.875”
BLEED SIZE 17” x 11.125”

FULL PAGE
LIVE AREA 7.625” x 10.125”
TRIM LINE 8.375” x 10.875”
BLEED SIZE 8.625” x 11.125”

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”

**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 bnoelting@nrrts.org 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.
- Include ALL fonts or outline type.

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 2023 ADVERTISING AGREEMENT

Name ____________________________________________

Title _____________________________________________

Company _________________________________________

Address __________________________________________

City __________________________ State ___________ Zip _______________________

Phone _______ / _______ - _______ Email __________________________

Invoice to _________________________________________

Email for Invoice __________________________________

DIRECTIONS

DIRECTIONS is published six times annually. Please check all that apply. IF YOU ADVERTISE IN SIX CONSECUTIVE ISSUES IN 2023, 10% DISCOUNT WILL BE GIVEN AND NRRTS WILL PLACE TWO SOCIAL MEDIA POSTS PER MONTH USING YOUR DIRECTIONS AD. IF PAYMENT IS NOT MADE BY DUE DATE, THEN THE 10% DISCOUNT AND SOCIAL MEDIA POSTS FOR THAT PERIOD WILL BE FORFEITLED. A 2% LATE FEE WILL BE CHARGED FOR PAYMENTS NOT MADE ON OR BY THE DUE DATE. Thank you for prompt payment.

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<th>VOLUME 1</th>
<th>AD CLOSING - January 9, 2023</th>
<th>ART DUE - January 16, 2023</th>
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Signature ________________________________ Date ________ / ________ / ________

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