

DIRECTIONS 2024 MEDIAKIT

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.



ADVERTISE in **DIRECTIONS**

THE JOURNAL OF COMPLEX REHAB TECHNOLOGY

DIRECTIONS: The Journal of Complex Rehab Technology, the official magazine of the National Registry of Rehabilitation Technology Suppliers, is published six times annually and reaches industry professionals who are responsible for recommending and purchasing seating and mobility equipment and services every day, across all 50 states, Canada and Puerto Rico.

Each issue contains content relevant to clinical observations and developments, human interest and the lived experience, actual case studies, funding, legislative issues, and much more:

- Focus on Industry Leadership
- CEU Articles
- Articles from the Field by Practicing NRRTS Registrants
- Insights from NRRTS' Leadership
- News from RESNA, NCART, and Unite4CRT
- 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.

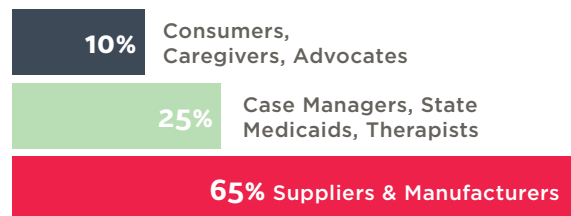
DIRECTIONS DIGITAL MEDIA OPPORTUNITIES

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.***



“**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** 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.”

Tom Hetzel, PT, ATP, CEO Ride Designs

CONTACT **bnoelting@nrrts.org** TO ADVERTISE



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 5815 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:

ISSUE AD CLOSING

Vol I January 12, 2024

Vol II March 8, 2024

Vol III May 10, 2024

Vol IV July 12, 2024

Vol V September 13, 2024

Vol VI November 8, 2024

ISSUE ART DUE

Vol I January 19, 2024

Vol II March 15, 2024

Vol III May 17, 2024

Vol IV July 19, 2024

Vol V September 20, 2024

Vol VI November 15, 2024

EDITORIAL CALENDAR

VOL. REHAB CASE STUDIES

1	REPLICATING A CLIENT'S CUSTOM SEATING AND MOBILITY SYSTEM
2	MANUAL WHEELCHAIR SET UP - CONSIDERATIONS FOR SUCCESSFUL OUTCOMES
3	CONSIDERATIONS FOR USE OF DYNAMIC WHEELCHAIR COMPONENTS
4	INTEGRATING COMPLEX TECHNOLOGY INTO A POWER WHEELCHAIR FOR CLIENT WITH SMA
5	NEW TECHNOLOGY TO ENSURE SAFETY FOR POWER WHEELCHAIR DRIVERS - LUCI
6	CASE STUDY - SUCCESSFUL OUTCOMES OF REMOTE ASSESSMENT

VOL. CEU ARTICLES - CLINICAL PERSPECTIVE

1	MANAGING A SUCCESSFUL BUSINESS WHILE MAINTAINING CLIENT - CENTERED APPROACH
2	ADULT MANUAL WHEELCHAIR SETUP
3	PEDIATRIC MANUAL WHEELCHAIR SETUP
4	REPAIR - ROOT CAUSE ANALYSIS
5	HISTORY OF CRT
6	REMOTE ASSESSMENTS - DETERMINING ROLES AND RESPONSIBILITIES

NRRTS is committed to offering high quality education through our Continuing Education Program. NRRTS webinars are designed to provide opportunities to explore new and innovative topics related to complex rehab, ethical customer centric business practices and professional development.

Visit our website to learn more and to let us know if you are interested in presenting a webinar: <https://b.link/CFW>

**CALL FOR WEBINAR
PRESENTERS**



NRRTSCE

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. 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

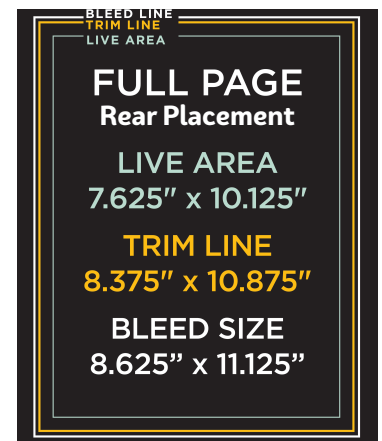
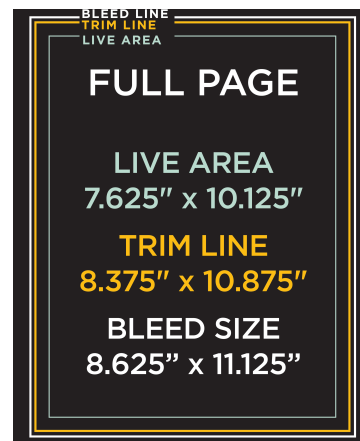
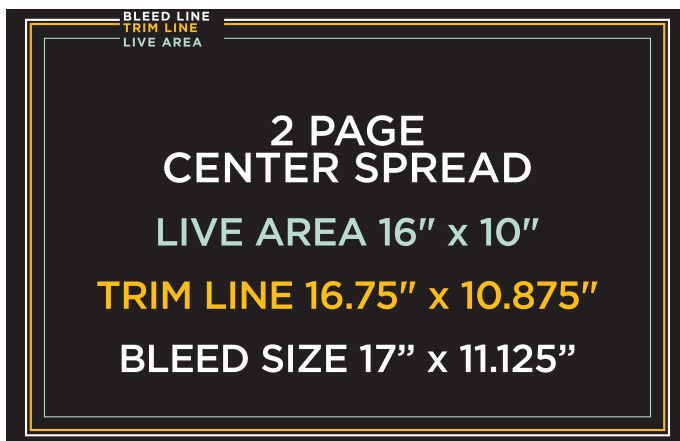
If advertising contracts are cancelled before all six issues are published, the advertiser will forfeit the volume discount.

For more information on advertising in **DIRECTIONS**, please contact Bill Noelting at 615-400-8696 (bnoelting@nrrts.org).

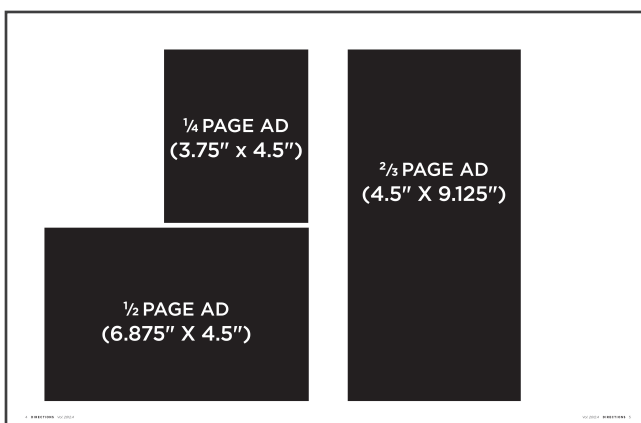
SIZE	2-Page Center Spread	Full Page (Inside Front & Inside Back Covers)
PRICE	\$3790.00	\$2295.00

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 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 2024 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 2024, 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 FORFEITED. A 2% LATE FEE WILL BE CHARGED FOR PAYMENTS NOT MADE ON OR BY THE DUE DATE.** Thank you for prompt payment.

VOLUME 1 | AD CLOSING - January 12, 2024 | ART DUE - January 19, 2024

- | | | |
|--|--|---|
| <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 - March 8, 2024 | ART DUE - March 15, 2024

- | | | |
|--|--|---|
| <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 - May 10, 2024 | ART DUE - May 17, 2024

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|--|--|---|
| <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 - July 12, 2024 | ART DUE - July 19, 2024

- | | | |
|--|--|---|
| <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 - September 13, 2024 | ART DUE - September 20, 2024

- | | | |
|--|--|---|
| <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 - November 8, 2024 | ART DUE - November 15, 2024

- | | | |
|--|--|---|
| <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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