

DIRECTIONS 2025 MEDIA PLANNER

The International Registry of Rehabilitation Technology Suppliers (iNRRTS)

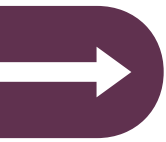
is the only organization dedicated to the support and advancement of Complex Rehabilitation Technology (CRT) Suppliers.

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

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

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

iNRRTS is committed to empowering consumer self-advocacy to assure access to appropriate technology.



Advertise in DIRECTIONS

The Journal of Complex Rehab Technology

**Reach Suppliers, Consumers,
Clinicians, CRT Industry
Stakeholders, and CRT Advocates.**

DIRECTIONS: The Journal of Complex Rehab Technology is the official magazine of the International Registry of Rehabilitation Technology Suppliers. It 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, Puerto Rico, Canada, and Australia.

DIRECTIONS Covers The CRT Spectrum

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:

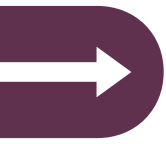
- **Rehab Case Studies** by Practicing Clinicians and CRT Suppliers
- **CEU Articles** by Leading Clinicians who Specialize in CRT
- **Editorials by CRT Suppliers**, Industry Professionals, Therapists, and Consumers
- **Tech Corner**, a new feature focused on CRT Service Tech Topics
- **From the iNRRTS Office**, a regular feature by the iNRRTS President
- **Notes from the Field**. Stories about iNRRTS Registrants
- **Industry Leader**, about individuals who impact the world of seating and mobility
- **Life on Wheels** about the lived experience of individual wheelchair users
- **Clinically Speaking**, clinically focused articles by OTs and PTs with a focus on CRT
- **DIRECTIONS Canada**, and **Australia** featuring topics unique to their country's Registrants
- **Updates by NCART, Clinician Task Force, RESNA**

DIRECTIONS Offers Discovery and Exposure of Your Products and Services for Maximum Engagement

DIRECTIONS articles and advertisers are promoted on social media channels to increase engagement and attract new readers.

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

DIRECTIONS is available for immediate download from iNRRTS' website at no charge.



2025 Editorial Calendar

DIRECTIONS is published six times annually: February, April, June, August, October, December.

Each issue's clinical articles will focus on an individual topic:

Volume 1: Benefits of Standing

Standing offers wheelchair users several advantages, including improved circulation, bone density, and muscle strength, while also enhancing social interaction and eye-level engagement. This issue will cover the clinical, social, and funding issues around standing.

Volume 2: Tele-Rehab & Tele-Health

The rise of telehealth services in rehabilitation, especially post-pandemic, and its impact on patient outcomes is the focus of this volume. How can tele-resources be corralled for the benefit of clients?

Volume 3: Innovations in CRT

How are smart devices and enhanced technologies being integrated with CRT to improve access and enhance independence and quality of life for individual wheelchair users? What is the impact of robotics, wearables, neurofeedback solutions, and the implications for patient care?

Volume 4: Lifecycle of Mobility Devices, Custom Seating, Repairs

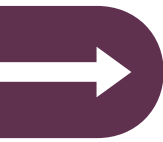
This volume will focus on how to get the most out of a mobility device, how to make certain that it lives a long and useful life, and how the industry is working to improve the maintenance of CRT.

Volume 5: CRT Customer Service Excellence

It's easier than you think to leave the client out of the decision-making process. This volume will cover topics about delivering excellent customer service.

Volume 6: Travel and Recreation

Traveling with a wheelchair can be a trying experience. In this volume we will cover flying tips, accessible rental vehicles, accessible hotels/lodging, travel equipment for transfer, and more.



Submission Deadlines

Issue	Ad Closing Date	Art Due Date
Vol 1: Benefits of Standing	January 12, 2025	January 19, 2025
Vol 2: Tele-Rehab, Tele-Health	March 8, 2025	March 15, 2025
Vol 3: Innovations in CRT	May 10, 2025	May 17, 2025
Vol 4: Lifecycle of Mobility Devices	July 12, 2025	July 19, 2025
Vol 5: CRT Customer Service Excellence	September 13, 2025	September 20, 2025
Vol 6: Travel and Recreation	November 8, 2025	November 15, 2025

Digital Campaign Elements

iNRRTS will collaborate with you to tailor a digital campaign designed to reach CRT Suppliers and other Assistive Technology professionals. 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.
- Banner Ads and Infomercials placed on the iNRRTS website.
- Dedicated email Blasts and email Postcard campaigns directed to the iNRRTS Subscriber list

Element	Rate (USD)
Email Blast Banner to iNRRTS Subscriber List Weekly. Square or Rectangular Social Media Format Graphic (300dpi JPG or PNG file is best but not required)	\$450 per eBlast Discount negotiated for multiple placements
iNRRTS Website Home Page Banner & Link Rectangular Graphic (300 dpi JPG or PNG is best but not required). Size 1200px x 100px	\$1,000 per week (non-consecutive)
Dedicated Email Blast / ePostcard	Negotiated

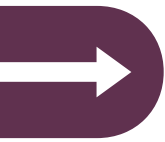
**Please forward
Advertising
Orders,
Contracts, and
Materials to:**

Bill Noelting
DIRECTOR OF MARKETING
615.400.8696
bnoelting@nrrts.org

**Please send
Advertising
Payments to:**

Amy Odom
DIRECTOR OF OPERATIONS
806.781.8932
5815 82nd Street, Suite 145,
Box 317
Lubbock, TX 79424

aodom@nrrts.org



Ad Rates, Sizes & Specifications

Size	2-Page Center Spread	Full Page	1/2 Page	1/4 Page
Price	\$3790.00	\$1695.00	\$935.00	\$820.00

2-Page Center Spread
Spread

Live Area
16" x 10"

Trim Size
16.75" x 10.875"

Bleed Size
17" x 11.125"

Full Page

Live Area
7.625" x 10.125"

Trim Size
8.375" x 10.875"

Bleed Size
8.625" x 11.125"

1/2 Page
6.875" x 4.5"

1/4 Page
3.75 x 4.5

A 1 point stroke
will be added to
edges of 1/2 and 1/4
page ads.

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

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@nrts.org for clarification.

Digital File Specifications

- Acceptable formats: Adobe PDF, JPG, PNG or TIFF files.
- All ads must be built to size.
- All full page ads must include bleeds and trim marks.
- All artwork must be 300 dpi.
- 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.

Publication Policy

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

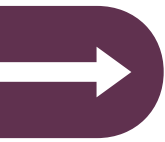
Discounts

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, iNRRTS 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@nrts.org).



Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ / _____ - _____ Email _____

Invoice to _____

Email for Invoice _____

DIRECTIONS is published six times annually. Please check all that apply. **IF YOU ADVERTISE IN SIX CONSECUTIVE ISSUES IN 2025, 10% DISCOUNT WILL BE GIVEN AND iNRRTS 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, 2025 ART DUE - January 19, 2025	<input type="checkbox"/> 2-Page Center Spread , \$3790. ⁰⁰ <input type="checkbox"/> Full Page , \$1695. ⁰⁰	<input type="checkbox"/> 1/2 Page , \$935. ⁰⁰ <input type="checkbox"/> 1/4 Page , \$820. ⁰⁰
VOLUME 2 AD CLOSING - March 8, 2025 ART DUE - March 15, 2025	<input type="checkbox"/> 2-Page Center Spread , \$3790. ⁰⁰ <input type="checkbox"/> Full Page , \$1695. ⁰⁰	<input type="checkbox"/> 1/2 Page , \$935. ⁰⁰ <input type="checkbox"/> 1/4 Page , \$820. ⁰⁰
VOLUME 3 AD CLOSING - May 10, 2025 ART DUE - May 17, 2025	<input type="checkbox"/> 2-Page Center Spread , \$3790. ⁰⁰ <input type="checkbox"/> Full Page , \$1695. ⁰⁰	<input type="checkbox"/> 1/2 Page , \$935. ⁰⁰ <input type="checkbox"/> 1/4 Page , \$820. ⁰⁰
VOLUME 4 AD CLOSING - July 12, 2025 ART DUE - July 19, 2025	<input type="checkbox"/> 2-Page Center Spread , \$3790. ⁰⁰ <input type="checkbox"/> Full Page , \$1695. ⁰⁰	<input type="checkbox"/> 1/2 Page , \$935. ⁰⁰ <input type="checkbox"/> 1/4 Page , \$820. ⁰⁰
VOLUME 5 AD CLOSING - September 13, 2025 ART DUE - September 20, 2025	<input type="checkbox"/> 2-Page Center Spread , \$3790. ⁰⁰ <input type="checkbox"/> Full Page , \$1695. ⁰⁰	<input type="checkbox"/> 1/2 Page , \$935. ⁰⁰ <input type="checkbox"/> 1/4 Page , \$820. ⁰⁰
VOLUME 6 AD CLOSING - November 8, 2025 ART DUE - November 15, 2025	<input type="checkbox"/> 2-Page Center Spread , \$3790. ⁰⁰ <input type="checkbox"/> Full Page , \$1695. ⁰⁰	<input type="checkbox"/> 1/2 Page , \$935. ⁰⁰ <input type="checkbox"/> 1/4 Page , \$820. ⁰⁰

Please indicate your placement preference if you have one. Placement preference is not guaranteed and is first come, first served. We will make every effort to accommodate your request.

Signature _____ **Date** _____ / _____ / _____

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