



DIRECTIONS 2026 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
- **Moments With Madsen**, a regular article by iNRRTS' Executive Director
- **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
- **ClinicallySpeaking**, clinically focused articles by OTs and PTs with a focus on CRT
- **DIRECTIONS Canada**, 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.

2026 Editorial Calendar

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

Volume I: Foundations of Excellence

This issue emphasizes developing competence, consistency, and ethical practice among CRT professionals by focusing on building strong clinical and ethical foundations. It highlights the importance of mastering clinical assessment best practices to ensure accurate outcomes from the start, fostering effective partnerships between suppliers and clinicians, and strengthening core competencies to support professional growth.

Volume 2: Innovation in Motion: Technology, Design, the Future of CRT

Innovation in Motion explores how emerging technologies are transforming the future of Complex Rehab Technology by enhancing function, independence, and clinical precision. It examines the influence of smart wheelchairs, connected devices, and artificial intelligence on daily mobility and care. Also included is the integration of IoT and smart home systems for greater accessibility, showcasing innovation that continues to redefine both design and user experience in CRT.

Volume 3: Advocacy & Policy: Protecting Access, Advancing Change

This issue focuses on empowering CRT professionals to influence the systems that shape service delivery by providing insights and tools for effective advocacy and policy engagement. It addresses funding reform, effective communication throughout the funding process, and key lessons learned from the CRT Fly-In and grassroots advocacy initiatives.

Volume 4: Growing the Professions: Education, Mentorship, Pathways

Sustaining and expanding the Complex Rehab Technology workforce requires fostering education, mentorship, and professional growth. This issue highlights the importance of establishing defined educational pathways for CRT Suppliers and CRT Service Technicians, promoting mentorship and intergenerational knowledge transfer, and supporting ongoing continuing education to meet changing industry needs.

Volume 5: Through Their Eyes: User, Family, Caregiver Perspectives

Through Their Eyes centers on the lived experiences of CRT users, families, and caregivers, emphasizing the human stories behind complex rehab technology. This issue shares powerful personal accounts that highlight empowerment through training and technology, the role of mobility in identity and self-expression, and the importance of dignity, inclusion, and social connection. By giving voice to those who rely on CRT every day, this issue reminds professionals why their work holds such profound meaning and impact.

Volume 6: Evidence & Impact: Research, Outcomes, the Future Vision

The crucial role of data-driven insights and research in shaping the future of Complex Rehab Technology is the focus of this issue. It explores how outcome tracking and analytics lead to better clinical decisions and demonstrate the long-term benefits of early mobility interventions. The discussion extends to connecting evidence to innovations alongside the expanding potential of telerehab and remote configuration.

Publication Schedule

Issue & Topic	Publication Date
Vol 1: Foundations of Excellence	February 2026
Vol 2: Innovations in Motion: Technology, Design, the Future of CRT	April 2026
Vol 3: Advocacy & Policy: Protecting Access, Advancing Change	June 2026
Vol 4: Growing the Professions: Education, Mentorship, Pathways	August 2026
Vol 5: Through Their Eyes: User, Family, Caregiver Perspectives	October 2026
Vol 6: Evidence & Impact: Research, Outcomes, the Future Vision	December 2026

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

See the iNRRTS digital advertising addendum later in this media kit for digital features and pricing.

iNRRTS Showcase Hour



Introducing the **iNRRTS Showcase Hour**—a reimagined virtual event designed to elevate your brand and connect with our engaged professional community. Each one-hour session features a sponsored guest company sharing their latest product, service, or innovation in a conversational format hosted by iNRRTS. This is your opportunity to lead the dialogue, showcase your expertise, and reach a targeted audience of clinicians, suppliers, and decision-makers. Whether you're launching something new or reinforcing your market presence, the **Showcase Hour** puts your message front and center.

These sessions will be recorded for subsequent distribution and promotion. Place it on your website. Send it to your customers and employees. Call us today and let us help design your Showcase Hour.

**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



PDF Ad Rates, Sizes, & Specifications

Size	2-Page Center Spread	Full Page	1/2 Page	1/4 Page
Price	\$3700 \$1,900	\$1695 \$995	\$935 \$550	\$620 \$475

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

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

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

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 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@nrrts.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 2026, 10% DISCOUNT WILL BE GIVEN AND iNRRRTS 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, 2026 ART DUE - January 19, 2026	<input type="checkbox"/> 2-Page Center Spread <input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Page <input type="checkbox"/> 1/4 Page
VOLUME 2 AD CLOSING - March 9, 2026 ART DUE - March 16, 2026	<input type="checkbox"/> 2-Page Center Spread <input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Page <input type="checkbox"/> 1/4 Page
VOLUME 3 AD CLOSING - May 11 2026 ART DUE - May 18, 2026	<input type="checkbox"/> 2-Page Center Spread <input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Page <input type="checkbox"/> 1/4 Page
VOLUME 4 AD CLOSING - July 13, 2026 ART DUE - July 20, 2026	<input type="checkbox"/> 2-Page Center Spread <input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Page <input type="checkbox"/> 1/4 Page
VOLUME 5 AD CLOSING - September 14, 2026 ART DUE - September 21, 2026	<input type="checkbox"/> 2-Page Center Spread <input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Page <input type="checkbox"/> 1/4 Page
VOLUME 6 AD CLOSING - November 9, 2026 ART DUE - November 16, 2026	<input type="checkbox"/> 2-Page Center Spread <input type="checkbox"/> Full Page	<input type="checkbox"/> 1/2 Page <input type="checkbox"/> 1/4 Page

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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iNRRTS Digital Advertising

Thank you for your interest in iNRRTS' digital advertising and promotion opportunities. We are now able to place your ads onto our website to be seen by the most highly qualified Complex Rehab Technology audience available. Please review this information and let us know when we can provide greater detail and discuss the best way to put your story, products, and services in front of our audience.

Email Blast Leader Banner per E-blast.....	\$550.00	\$400
Dedicated Email Blast to iNRRTS Subscribers.....		Negotiated

Monthly Webpage Banners in order of Traffic

- Banner ads can refresh at any time during the month
- Pricing for more than three (3) months can be negotiated
- Three (3) or more months do not have to be contiguous

Page Title	Monthly		Monthly Page Views	Cost per Impression	
Learning Portal	\$1,750	\$995	2,550	.69	.39
Home Page	\$1,500	\$750	2,000	.76	.38
Enrolled Courses	\$900	\$450	1,200	.75	.38
Education Library	\$800	\$400	1,100	.74	.36

New Directions Digital Portal

- Banner ads can refresh at any time during the month
- Pricing for more than three (3) months can be negotiated
- Three (3) or more months do not have to be contiguous

Description	Monthly		3 Months	
Leader Banner	\$1,000	\$600	\$2,700	\$1,620
Mid Page Banner	\$750	\$450	\$2,025	\$1,215
Single-space Ad	\$500	\$300	\$1,350	\$810
Double-space Ad	\$600	\$350	\$1,620	\$945
Video – Double Space Ad	\$1,500	\$900	\$4,050	\$2,430

DIRECTIONS Digital Version Magazine

There are 14 regular articles published in each issue. See the next page for a listing of articles.

Description	Per Story per Issue		Multiple Stories per Issue (10%+ Discount)	
Story-specific Header Banner	\$1,000	\$750	\$900	\$675
Story-specific Footer Banner	\$750	\$550	\$675	\$495
Interstitial Ad	\$1,250	\$950	N/A	



iNRRTS Content Line-up

This year, each issue is focused on a clinical topic as outlined earlier in the media planner.

You can place your banner ad in the header space or footer space of any of the 14 articles that contain 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
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