

**DIRECTIONS**



**2019**

**MEDIAKIT**

# GENERAL INFORMATION

**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** has a readership of approximately 65% suppliers, 25% clinicians and 10% consumers. Between the print and digital editions of **DIRECTIONS**, the circulation approaches 10,000 per issue. It is mailed out six times annually (early February, early April, early June, early August, early October and early December).

**DIRECTIONS** is also available for immediate download from [www.nrrts.org/directions](http://www.nrrts.org/directions).

**DIRECTIONS** magazine has over 1500 unique visits per month. All website addresses on ads are live links.

# ADDITIONAL INFORMATION

## ADVERTISING ORDERS, CONTRACTS & PAYMENTS TO:

**Amy Odom**

DIRECTOR OF MARKETING & OPERATIONS

**P** 806/781-8932

**F** 888/251-3234

**A** 5815 82nd Street,  
Suite 145, Box 317

Lubbock, TX 79424

**E** aodom@nrrts.org

## ADVERTISING MATERIALS TO:

**Hartsfield Design**  
**Attn: Mark Hartsfield**

4408 Brownfield Drive, Suite B  
Lubbock, Texas 79410

**P** 806-748-5403

**E** nrrts@hartsfielddesign.com

# EDITORIAL CALENDAR

VOL. REHAB CASE STUDY

- 1 CASE STUDY OF USING HIP ABDUCTION IN STANDING**  
MARY MILES, PT, DPT
- 2 MY TRAVELS, MY WHEELS** BRYAN ANDERSON
- 3 COMMON REIMBURSEMENT DOCUMENTATION ERRORS** KAY KOCH, OTR/L, ATP
- 4 CASE STUDY OF ANTERIOR TILT APPLICATION WITH A CLIENT** STACEY JOHNSON, OTR/L
- 5 CASE STUDY OF A DIFFICULT CLIENT AND HOW THE SITUATION WAS RESOLVED** AMY MORGAN, PT, ATP
- 6 CASE STUDY OF POSTURE CARE**  
TAMARA KITTELSON-ALDRED, MS, OTR/L, ATP/SMS

VOL. CLINICAL PERSPECTIVE

- 1 HIP ABDUCTION IN STANDING – WHAT DOES THE RESEARCH SAY?** LAUREN ROSEN, PT, MPT, MSMS, ATP/SMS
- 2 AIR TRAVEL FOR PEOPLE USING WHEELCHAIRS (WITH REFERENCE HANDOUT)** JESSICA PEDERSEN, OTD, MBA, OTR/L, ATP/SMS
- 3 BREAKING THE CODE: WHEELCHAIR SEATING AND MOBILITY SERVICE DELIVERY CODES** BARB CRUME, PT, ATP, C/NDT
- 4 ANTERIOR TILT IN WHEELCHAIR SEATING – CLINICAL INDICATORS AND RESEARCH RESULTS** GINGER WALLS, PT, MS, NCS, ATP/SMS
- 5 DEALING WITH DIFFICULT CLIENTS** JILL SPARACIO, OTR/L
- 6 POSTURE CARE – WHERE ARE WE NOW?**  
PATRICIA TOOLE, OTR/L, MAT, MS, OT

VOL. MEDICAL FOCUS

- 1 HIP INTEGRITY (ETIOLOGY OF HIP SUBLUXATION AND DISLOCATION)** MICHELLE L. LANGE, OTR/L, ABDA, ATP/SMS
- 2 SEATING SURFACE CONSIDERATIONS FOR TRAVEL**  
MICHELLE L. LANGE, OTR/L, ABDA, ATP/SMS
- 3 METABOLIC DISORDERS** MICHELLE L. LANGE, OTR/L, ABDA, ATP/SMS
- 4 PAIN IN WHEELCHAIR SEATING**  
MICHELLE L. LANGE, OTR/L, ABDA, ATP/SMS
- 5 AMPUTATIONS AND WHEELCHAIR SEATING AND MOBILITY** MICHELLE L. LANGE, OTR/L, ABDA, ATP/SMS
- 6 SLEEPING SURFACES AND PRESSURE**  
MICHELLE L. LANGE, OTR/L, ABDA, ATP/SMS

# SUBMISSION DEADLINES

Advertisements are due in the NRRTS office no later than close of business on the deadline dates listed:

ISSUE	AD CLOSING	ISSUE	ART DUE
Vol I	December 31, 2018	Vol I	January 7, 2019
Vol II	February 11, 2019	Vol II	February 18, 2019
Vol III	April 15, 2019	Vol III	April 22, 2019
Vol IV	June 15, 2019	Vol IV	June 22, 2019
Vol V	August 26, 2019	Vol V	September 3, 2019
Vol VI	October 28, 2019	Vol VI	November 4, 2019

# 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

## CANCELLATION POLICY

If advertising contracts are cancelled before all six issues are published, the advertiser will forfeit and pay the "prompt-pay" or volume discount for all issues.

## DISCOUNTS

Companies receive a 15% 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.

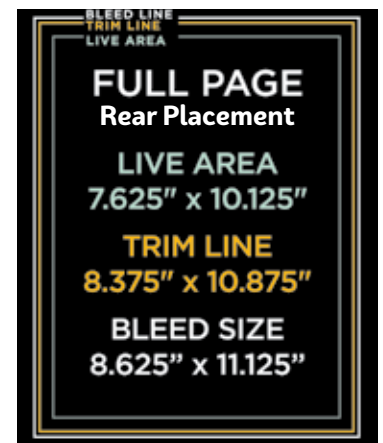
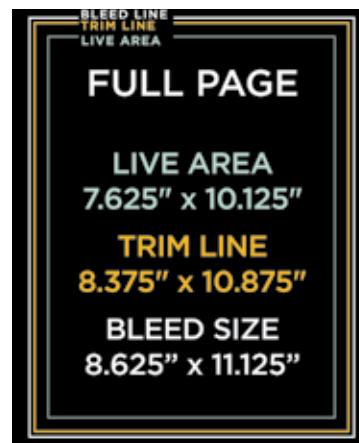
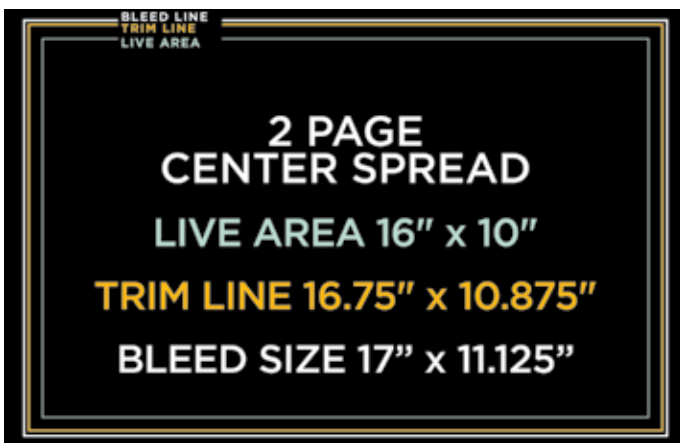
## CONTACT

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

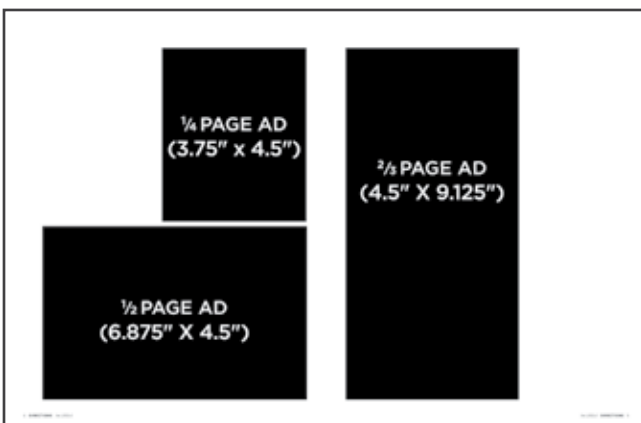
SIZE	2-Page Center Spread	Full Page (Inside Front & Inside Back Covers)
PRICE	\$3790.00	\$2295.00

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](mailto: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](mailto:nrrts@hartsfielddesign.com) (please cc: to [aodom@nrrts.org](mailto: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 2019 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 2019, A 15% DISCOUNT WILL BE GIVEN. IF PAYMENT IS NOT MADE BY DUE DATE, THEN THE 15% 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 - December 31, 2018 | ART DUE - January 7, 2019

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 2-Page Center Spread, \$3790. <sup>00</sup>                         | <input type="checkbox"/> Full Page Rear Placement, \$1695. <sup>00</sup> | <input type="checkbox"/> 1/2 Page, \$935. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Page 1, 3, 5 \$1895. <sup>00</sup>                       | <input type="checkbox"/> Full Page, \$1695. <sup>00</sup>                | <input type="checkbox"/> 1/4 Page, \$820. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Inside Front or Inside Back Cover, \$2295. <sup>00</sup> | <input type="checkbox"/> 2/3 Page, \$1050. <sup>00</sup>                 |   |

### VOLUME 2 | AD CLOSING - February 11, 2019 | ART DUE - February 18, 2019

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 2-Page Center Spread, \$3790. <sup>00</sup>                         | <input type="checkbox"/> Full Page Rear Placement, \$1695. <sup>00</sup> | <input type="checkbox"/> 1/2 Page, \$935. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Page 1, 3, 5 \$1895. <sup>00</sup>                       | <input type="checkbox"/> Full Page, \$1695. <sup>00</sup>                | <input type="checkbox"/> 1/4 Page, \$820. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Inside Front or Inside Back Cover, \$2295. <sup>00</sup> | <input type="checkbox"/> 2/3 Page, \$1050. <sup>00</sup>                 |   |

### VOLUME 3 | AD CLOSING - April 15, 2019 | ART DUE - April 22, 2019

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 2-Page Center Spread, \$3790. <sup>00</sup>                         | <input type="checkbox"/> Full Page Rear Placement, \$1695. <sup>00</sup> | <input type="checkbox"/> 1/2 Page, \$935. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Page 1, 3, 5 \$1895. <sup>00</sup>                       | <input type="checkbox"/> Full Page, \$1695. <sup>00</sup>                | <input type="checkbox"/> 1/4 Page, \$820. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Inside Front or Inside Back Cover, \$2295. <sup>00</sup> | <input type="checkbox"/> 2/3 Page, \$1050. <sup>00</sup>                 |   |

### VOLUME 4 | AD CLOSING - June 15, 2019 | ART DUE - June 22, 2019

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 2-Page Center Spread, \$3790. <sup>00</sup>                         | <input type="checkbox"/> Full Page Rear Placement, \$1695. <sup>00</sup> | <input type="checkbox"/> 1/2 Page, \$935. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Page 1, 3, 5 \$1895. <sup>00</sup>                       | <input type="checkbox"/> Full Page, \$1695. <sup>00</sup>                | <input type="checkbox"/> 1/4 Page, \$820. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Inside Front or Inside Back Cover, \$2295. <sup>00</sup> | <input type="checkbox"/> 2/3 Page, \$1050. <sup>00</sup>                 |   |

### VOLUME 5 | AD CLOSING - August 26, 2019 | ART DUE - September 3, 2019

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 2-Page Center Spread, \$3790. <sup>00</sup>                         | <input type="checkbox"/> Full Page Rear Placement, \$1695. <sup>00</sup> | <input type="checkbox"/> 1/2 Page, \$935. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Page 1, 3, 5 \$1895. <sup>00</sup>                       | <input type="checkbox"/> Full Page, \$1695. <sup>00</sup>                | <input type="checkbox"/> 1/4 Page, \$820. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Inside Front or Inside Back Cover, \$2295. <sup>00</sup> | <input type="checkbox"/> 2/3 Page, \$1050. <sup>00</sup>                 |   |

### VOLUME 6 | AD CLOSING - October 28, 2019 | ART DUE - November 4, 2019

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 2-Page Center Spread, \$3790. <sup>00</sup>                         | <input type="checkbox"/> Full Page Rear Placement, \$1695. <sup>00</sup> | <input type="checkbox"/> 1/2 Page, \$935. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Page 1, 3, 5 \$1895. <sup>00</sup>                       | <input type="checkbox"/> Full Page, \$1695. <sup>00</sup>                | <input type="checkbox"/> 1/4 Page, \$820. <sup>00</sup> |
| <input type="checkbox"/> Full Page, Inside Front or Inside Back Cover, \$2295. <sup>00</sup> | <input type="checkbox"/> 2/3 Page, \$1050. <sup>00</sup>                 |   |

Signature \_\_\_\_\_ Date \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

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