



DIRECTIONS

2012 Advertising Specifications & Rates

GENERAL INFORMATION

DIRECTIONS is the official publication of the National Registry of Rehabilitation Technology Suppliers (NRRTS) and the de-facto journal of the Complex Rehab industry and profession with a distribution of approximately 5,000 copies. *DIRECTIONS* is mailed out six times annually (late January, late March, late May, late July, late September, and late November).

SUBMISSION POLICIES

All files must be built to size in the correct digital format and ready for output. If ads are not sent in the required format, *DIRECTIONS* will not be held responsible for the printed outcome. No pre-publication proofs will be provided.

DIGITAL FILE SPECIFICATIONS

File Construction

- Acceptable software: Adobe Acrobat 5.0, 6.0
Adobe Photoshop 6.0 - CS3
Adobe Illustrator 8.0 - CS3
- All ads must be built to size.
- All full page ads must include bleeds and trim marks.
- All artwork must be 300 dpi and be scanned and placed at actual size.
- 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.

- Full page ads: Live material must be a minimum of 1/2" from trim. See mechanical requirements at the bottom 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. Absolutely NO RGB or spot color files will be accepted. If sending a CD, please include a laser proof.

FONTS

- Include ALL printer and screen fonts on the disk.
- Only Mac fonts will be acceptable (PostScript fonts preferred). If ad is built with PC fonts, fonts must be converted to outline within artwork.

MEDIA

- CD-ROM
- Files may also be zipped or stuffed and emailed to nrrts@hartsfielddesign.com (please cc: to aodom@nrrts.org).

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.*

ADDITIONAL INFORMATION

Advertising orders and contracts to:

Amy Odom
Director of Marketing
806-722-2322
Fax 806-783-9984
aodom@nrrts.org

Advertising payments to:

Judy Dexter
Associate Executive Director
PO Box 1091
Walsenburg, CO 81089
or
112 E 6th Street
Walsenburg, CO 81089
(719) 738-5770
Fax: (888) 480-7522
jdexter@nrrts.org

Advertising materials to:

Hartsfield Design
Attn: Mark Hartsfield
2514 82nd Street, Suite E
Lubbock, Texas 79423
806-748-5403
nrrts@hartsfielddesign.com

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.

SUBMISSION DEADLINES

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

ISSUE AD CLOSING

Vol I - December 12, 2011
Vol II - February 6, 2012
Vol III - April 9, 2012
Vol IV - June 11, 2012
Vol V - August 13, 2012
Vol VI - October 15, 2012

ISSUE MATERIALS DUE

Vol I - January 2, 2012
Vol II - February 13, 2012
Vol III - April 16, 2012
Vol IV - June 18, 2012
Vol V - August 20, 2012
Vol VI - October 22, 2012

WEBSITE

DIRECTIONS is readily available for download off the NRRTS website.

For more information on advertising in *DIRECTIONS*, please contact Amy Odom at 806-722-2322 (aodom@nrrts.org).

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.

DIRECTIONS RATES	Inside Front or Back Cover	2-Page Center Spread	Page 1	Back Cover	Full Page	2/3 page	1/2 page	1/3 page
4 Color Standard	\$1,800.00	\$3950.00	\$1,800.00	\$2,400.00	\$1,430.00	\$990.00	\$880.00	\$770.00

MECHANICAL REQUIREMENTS	Live Area	Trim Size	Bleed Size
Full Page (Inside Front/Back Cover AND Inside)	7.625" x 10.125"	8.375" x 10.875"	8.5" x 11.125"
Back Cover	7.5" x 7.125"	8.375" x 7.5"	9" x 7.659"
2-Page Center Spread	15.75" x 10.125"	16.75" x 10.875"	17" x 11.25"
2/3 Page	5" x 10.125"		
1/2 Page	7.5" x 5"		
1/3 Page	3.5" x 6"		

*Classified Ads	Available to
\$75.00	NRRTS Registrants
\$150.00	Friends of NRRTS
\$250.00	Anyone

*Classified Ads Limited to 200 words.



NRRTS DIRECTIONS

2012 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 2012, 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.

12 VOLUME 1	<input type="checkbox"/> Inside Front or Back Cover, \$1800	<input type="checkbox"/> Full Page, Premium 4/c, \$1430	<input type="checkbox"/> Classified (Text Only - 200 word maximum) (NRRTS Registrants - \$75.00)
	<input type="checkbox"/> 2-Page Center Spread, \$3950.00	<input type="checkbox"/> 2/3 Page, Premium 4/c, \$990	(Friends of NRRTS - \$150.00)
	<input type="checkbox"/> Page 1, \$1800	<input type="checkbox"/> 1/2 Page, Premium 4/c, \$880	(Anyone - \$250.00)
	<input type="checkbox"/> Back Cover, \$2400	<input type="checkbox"/> 1/3 Page, Premium 4/c, \$770	
12 VOLUME 2	<input type="checkbox"/> Inside Front or Back Cover, \$1800	<input type="checkbox"/> Full Page, Premium 4/c, \$1430	<input type="checkbox"/> Classified (Text Only - 200 word maximum) (NRRTS Registrants - \$75.00)
	<input type="checkbox"/> 2-Page Center Spread, \$3950.00	<input type="checkbox"/> 2/3 Page, Premium 4/c, \$990	(Friends of NRRTS - \$150.00)
	<input type="checkbox"/> Page 1, \$1800	<input type="checkbox"/> 1/2 Page, Premium 4/c, \$880	(Anyone - \$250.00)
	<input type="checkbox"/> Back Cover, \$2400	<input type="checkbox"/> 1/3 Page, Premium 4/c, \$770	
12 VOLUME 3	<input type="checkbox"/> Inside Front or Back Cover, \$1800	<input type="checkbox"/> Full Page, Premium 4/c, \$1430	<input type="checkbox"/> Classified (Text Only - 200 word maximum) (NRRTS Registrants - \$75.00)
	<input type="checkbox"/> 2-Page Center Spread, \$3950.00	<input type="checkbox"/> 2/3 Page, Premium 4/c, \$990	(Friends of NRRTS - \$150.00)
	<input type="checkbox"/> Page 1, \$1800	<input type="checkbox"/> 1/2 Page, Premium 4/c, \$880	(Anyone - \$250.00)
	<input type="checkbox"/> Back Cover, \$2400	<input type="checkbox"/> 1/3 Page, Premium 4/c, \$770	
12 VOLUME 4	<input type="checkbox"/> Inside Front or Back Cover, \$1800	<input type="checkbox"/> Full Page, Premium 4/c, \$1430	<input type="checkbox"/> Classified (Text Only - 200 word maximum) (NRRTS Registrants - \$75.00)
	<input type="checkbox"/> 2-Page Center Spread, \$3950.00	<input type="checkbox"/> 2/3 Page, Premium 4/c, \$990	(Friends of NRRTS - \$150.00)
	<input type="checkbox"/> Page 1, \$1800	<input type="checkbox"/> 1/2 Page, Premium 4/c, \$880	(Anyone - \$250.00)
	<input type="checkbox"/> Back Cover, \$2400	<input type="checkbox"/> 1/3 Page, Premium 4/c, \$770	
12 VOLUME 5	<input type="checkbox"/> Inside Front or Back Cover, \$1800	<input type="checkbox"/> Full Page, Premium 4/c, \$1430	<input type="checkbox"/> Classified (Text Only - 200 word maximum) (NRRTS Registrants - \$75.00)
	<input type="checkbox"/> 2-Page Center Spread, \$3950.00	<input type="checkbox"/> 2/3 Page, Premium 4/c, \$990	(Friends of NRRTS - \$150.00)
	<input type="checkbox"/> Page 1, \$1800	<input type="checkbox"/> 1/2 Page, Premium 4/c, \$880	(Anyone - \$250.00)
	<input type="checkbox"/> Back Cover, \$2400	<input type="checkbox"/> 1/3 Page, Premium 4/c, \$770	
12 VOLUME 6	<input type="checkbox"/> Inside Front or Back Cover, \$1800	<input type="checkbox"/> Full Page, Premium 4/c, \$1430	<input type="checkbox"/> Classified (Text Only - 200 word maximum) (NRRTS Registrants - \$75.00)
	<input type="checkbox"/> 2-Page Center Spread, \$3950.00	<input type="checkbox"/> 2/3 Page, Premium 4/c, \$990	(Friends of NRRTS - \$150.00)
	<input type="checkbox"/> Page 1, \$1800	<input type="checkbox"/> 1/2 Page, Premium 4/c, \$880	(Anyone - \$250.00)
	<input type="checkbox"/> Back Cover, \$2400	<input type="checkbox"/> 1/3 Page, Premium 4/c, \$770	

Signature _____

Date _____ / _____ / _____

PAYMENT METHOD

Company Check Ck.# _____ Amount \$ _____ OR Invoice company after each issue

Purchase Order # _____ ATTN TO: _____

MasterCard VISA Discover American Express Credit Card # _____ - _____ - _____ Security code _____

Name on Card _____ Signature _____ Expiration Date _____ / _____

Billing Address for Card _____ City _____ ST _____ ZIP _____

I authorize NRRTS to charge \$ _____ to the above credit card. Date _____ / _____ / _____

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