

DIRECTIONS 2023 MEDIKIT

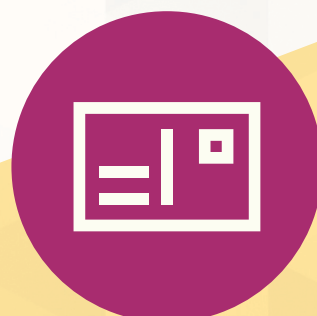
The National Registry of Rehabilitation Technology Suppliers (NRRTS) is the only organization dedicated to the support and advancement of Complex Rehabilitation Technology (CRT) Suppliers.

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
- Special Clinical Editorials
- 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.

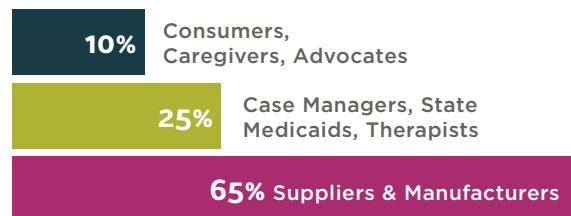
DIRECTIONS DIGITAL MEDIA OPPORTUNITIES

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, Ride Designs

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

EDITORIAL CALENDAR

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 9, 2023
Vol II	February 27, 2023
Vol III	May 1, 2023
Vol IV	June 26, 2023
Vol V	August 28, 2023
Vol VI	October 31, 2023

ISSUE ART DUE

Vol I	January 16, 2023
Vol II	March 6, 2023
Vol III	May 8, 2023
Vol IV	July 3, 2023
Vol V	September 11, 2023
Vol VI	November 6, 2023

VOL. REHAB CASE STUDIES

1	CASE STUDY: ELIZA, PEDIATRIC POWER, AND MOLDED SEATING LISA ROTELLI, ADAPTIVE SWITCH LABS <i>This article tells the story of Eliza and her use of molded seating and a pediatric power wheelchair.</i>
2	CASE STUDY: BATTERY LIFE ISSUES JEFF PRESTON, PHD <i>A consumer shares his experiences with power wheelchair battery issues and how this has impacted his life.</i>
3	CASE STUDY: ADAPTIVE CAR SEATS JEN ERICKSON, NSM CANADA <i>A case study focused on a client requiring an adaptive car seat.</i>
4	CASE STUDIES OF 3 CLIENTS: EMPHASIZING GOALS AND OUTCOMES THERESA BERNER, MOT, OTR/L, ATP, MARLENE ADAMS, OT REG.(ONT.), SUSAN TAYLOR, OTR/L <i>A series of case studies emphasizing use of outcomes measures in clinical practice.</i>
5	CASE STUDY: 5 YEAR OLD GIRL WITH COMPLEX POWER WHEELCHAIR SET-UP BETSY HOWELL, PT AND MATT TRAYNOR, ATP, CRTS® <i>Case study of a complex pediatric client and seating and power wheelchair configuration.</i>
6	CASE STUDY: TRANSPORTATION BARRY DOYLE, MS, OTR/L, CDRS, CRAIG HOSPITAL <i>Case study of a client and wheelchair transportation needs and solutions.</i>

VOL. CEU ARTICLES - CLINICAL PERSPECTIVE

1	EARLY INTERVENTION AND MOLDED SEATING TAMARA KITTELSON, MS, OTR/L <i>In-depth coverage of use of molded seating with young children, pro-active approach.</i>
2	RUNNING TECHNOLOGY ACCESSORIES OFF THE PWC BATTERIES LARRY CARTER, NATIONAL TRAINING MANAGER, MK BATTERY <i>In-depth coverage of PWC batteries, including supporting other equipment such as ventilators and other assistive technology devices.</i>
3	ADAPTIVE CAR SEATS MELISSA TALLY, PT, MPT, ATP & WILLIAM DANNER, OT, PERLMAN CENTER <i>An in-depth look at adaptive car seats including protocol developed at the Cincinnati Children's Hospital.</i>
4	OUTCOMES – EXPLORE THE CHALLENGES AND MEASURE LAURA ROSEN, PT, MPT, MSMS, ATP/SMS <i>An in-depth look at outcome measures and clinical applications.</i>
5	PEDIATRIC POWER WHEELCHAIR: STANDING FEATURE LISA KENYON, PT, DPT, PHD, PCS <i>An in-depth look at pediatric power wheelchair standing features, research, and clinical implications.</i>
6	TRANSPORT ISSUES MIRIAM A. MANARY, MSE, UNIVERSITY OF MICHIGAN <i>An in-depth look at transportation of wheelchairs including regulations (WC19, WC20), transport of occupied and non-occupied bases, crash testing, and more.</i>

VOL. CLINICAL EDITORIAL

1	THERAPISTS SEE THE WORLD THROUGH ACTIVITY ANALYSIS AND CLINICAL OBSERVATIONS SUSAN JOHNSON TAYLOR, OTR/L
2	THE IMPORTANCE OF THE FITTING TAKING PLACE WITH SUPPLIER AND THERAPIST BARBARA CRUME, PT, ATP
3	THE “IN THE HOME” RULE JEAN MINKEL, PT, ATP AND LINDA NORTON, M.SC.CH, PHD, OT REG. (ONT.)
4	WHEN TO RECOMMEND NEW EQUIPMENT OR NOT KATHY FISHER, B.SC. (OT)
5	INCORPORATING INTERVENTIONS INTO EVERYDAY LIFE: A FUNCTIONAL APPROACH ROSLYN LIVINGSTONE, MSC(RS)OT
6	CLINICAL EDITORIAL IN THE WORKS KELLY WAUGH, PT, MAPT, ATP

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

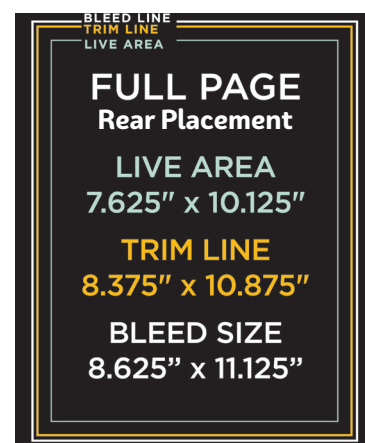
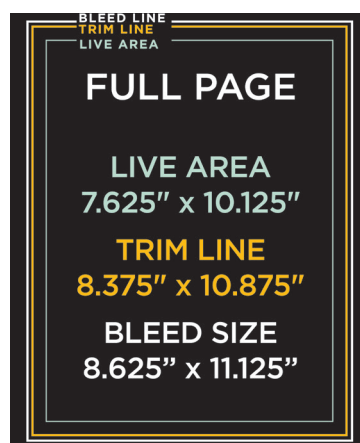
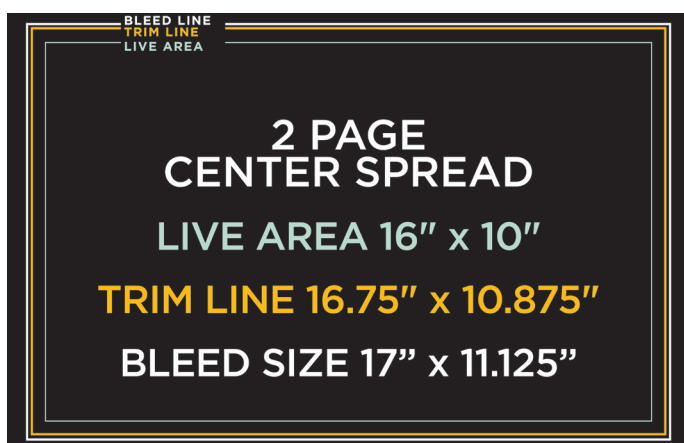
If advertising contracts are cancelled before all six issues are published, the advertiser will forfeit the volume discount.

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

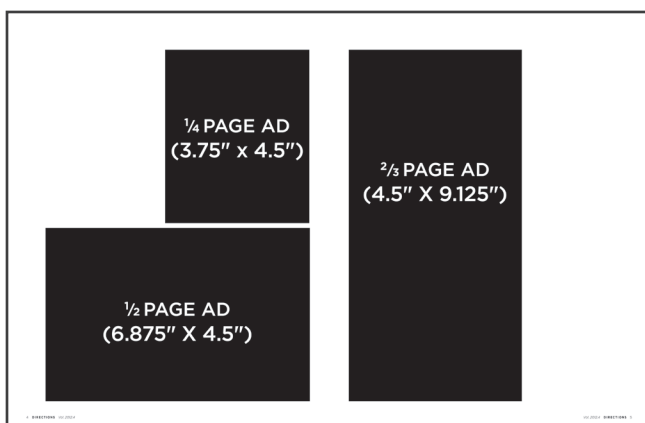
SIZE	2-Page Center Spread	Full Page (Inside Front & Inside Back Covers)
PRICE	\$3790.00	\$2295.00

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@nrnts.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 2023 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 2023, 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 9, 2023 | ART DUE - January 16, 2023

- | | | |
|--|--|---|
| <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 - February 27, 2023 | ART DUE - March 6, 2023

- | | | |
|--|--|---|
| <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 1, 2023 | ART DUE - May 8, 2023

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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 - June 26, 2023 | ART DUE - July 3, 2023

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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 5 | AD CLOSING - August 28, 2023 | ART DUE - September 11, 2023

- | | | |
|--|--|---|
| <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 - October 31, 2023 | ART DUE - November 6, 2023

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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 | |

Signature _____ Date _____ / _____ / _____

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