Complex Rehab Technology (CRT) & Accessibility for Your Marketing Dollars

Online Lead Generation and More

• Receive high-quality leads with our custom webinar option.
• Reach 10,000+* subscribers with eMobility, our CRT and accessibility eNewsletter.
• Create brand awareness with mobilitymgmt.com
• Get direct access to our database via email or mailing list rental.
• Post your educational or new product video on mobilitymgmt.com
• Use our target mobility/rehab database to launch an eBlast for new products or services.

In-Depth Coverage of Seating & Mobility

Dedicated online and print coverage devoted exclusively to the professional and educational needs of Complex Rehab Technology providers, ATP clinicians, mobility dealers, service/repair techs, and funding experts — the perfect venue to reach these professionals with your seating and mobility products.

Exclusive Complex Rehab Technology Conference Distribution

*Mobility Management* is distributed at the following conferences when they occur in person: Numotion National Leadership Conference; National Seating & Mobility Symposium; International Seating Symposium; and The VGM Group/U.S. Rehab Heartland Conference.

Targeted Audience*

**Job Functions**

• Assistive Technology (ATP) Supplier
• Rehab Technology Supplier (RTS)
• ATP Clinician
• Clinician, not ATP certified
• HME or Mobility Dealer
• Service/Repair Technician
• Support Team for ATP
• Funding Specialist (working for a supplier)
• Policy/Legislative Specialist
• Executive Management (CEO, VP, GM, etc.)
• Education or Research
• Funding/Payor (at Medicare, Medicaid, private-pay insurance, etc.)

*Laurie Watanabe* has been the editor of Mobility Management since its founding in early 2002. She began writing and editing for consumer automotive and motorcycle publications right out of college and later worked as managing editor for a series of motorcycle and powersports trade publications. A lifelong Californian, Watanabe graduated from California State University, Long Beach with a degree in English/Creative Writing.

Advertising goes where advertising pays. Mobility Management is #1 in Complex Rehab Technology and accessibility market share at 78.17%*.
**Mobility Management’s Special Editions**

**The Mobility Project**
Reach the end users of Complex Rehab Technology and accessibility equipment. This annual edition is written for consumers and their families/caregivers, and is distributed at all in-person Abilities Expos in the United States.

**Seating & Positioning Handbook**

**Mobility Management’s advertisers represent all segments of CRT & accessibility**

Permobil
Aquila Corp.
Q’STRAINT
Diestco Mfg.
Invacare Corp.
Adaptive Engineering Lab
Motion Concepts
Etac
Dynamic Systems
Prairie View Industries
PaceSaver
Leggero
Sunrise Medical
Clarke Health Care Products
Altimate Medical/EasyStand
Ki Mobility
Adaptive Switch Laboratories
Symmetric Designs
Inspired by Drive
SoftWheel
Healthline Medical
Therafin
Access4U
Stealth Products
Open Sesame
AlumiRamp
NSM
VMI
Freedom Designs
PinDot
Avid Rehab
NMEDA
Numotion
Abilities Expo
Amylie
Thomashilfen
Broda Seating
Vista Medical
Mobility Lifter
ROVI
Aqua Creek Products
Motion Composites
Nuprodx
Matrix Seating USA
BraunAbility
Freedom Concepts
Raz Design
Shoprider
AAHomecare
REAC AB
Ride Designs
NCART
U.S. Rehab
Spinergy
Vicair
Levo

*Media Owner’s Own Data*
## 2021 Magazine Editorial Calendar

### JAN/FEB
**Ad close:** 1/20/21  
**Materials due:** 1/29/21

**Features**
- **Ultralightweight Wheelchair Update:** Catching up on the ultralight market, from new designs to funding issues and consumers’ right to choose.
- **Aging with Down Syndrome:** Life expectancies for people with Down syndrome are lengthening. How can seating and mobility equipment keep them active and safe?
- **Featurette:** Conducting a successful home assessment.

**Marketplace**  
Wheelchair Seat Cushions and Backrests

### MAR/APR
**Ad close:** 3/24/21  
**Materials due:** 4/2/21

**Features**
- **Pressure Injury Prevention:** An update on pressure injury prevention, shear and deep tissue injuries, plus checking in on the latest seating standards.
- **Improving Client and Caregiver Compliance:** What factors, from equipment design to transportation options and user friendliness, make clients and caregivers more likely to comply with clinician and supplier recommendations?
- **Featurette:** Positioning possibilities with strollers.

**Marketplace**  
Standing & Gait Training: Standing wheelchairs, standing frames, gait trainers

### SPECIAL EDITION
**Ad close:** 5/12/21  
**Materials due:** 5/21/21

**Consumer Edition:** The Mobility Project  
**Bonus Distribution and Added Value**
- **2021 Abilities Expos**  
  Chicago, Houston, Phoenix, New York Metro, Los Angeles, Dallas

### MAY/JUN
**Ad close:** 5/25/21  
**Materials due:** 6/4/21

**Features**
- **How Smart Technology Is Changing CRT:** Smart systems are changing the way consumers use their wheelchairs. What’s next?
- **Cerebral Palsy Through the Years:** How presentations for CP, including spasticity and muscle tone issues, evolve as the wheelchair user ages.
- **Featurette:** Proactive power-assist for manual chair users.

**Marketplace**  

**Bonus Distribution and Added Value**
- **Medtrade West**  
  Phoenix, AZ  
  July 12-14

*If in-person events occur*
## 2021 Magazine Editorial Calendar

### JUL/AUG
Ad close: 7/23/21  
Materials due: 8/3/21

**Features**
- **24 Hours a Day: A Growing Movement:** People who use wheelchairs need optimal support throughout the day, including when they’re out of their wheelchairs.
- **Mobility Product Award Winners 2021:** A pictorial celebration of the latest award-winning CRT and accessibility products.
- **Featurette:** Complex postures and custom-molded seating.

**Marketplace**
**Power Wheelchairs & Components:** Adult and pediatric power wheelchairs, powered seating options, alternative driving controls, electronics, batteries, sensor systems, positioning components.

**Bonus Distribution and Added Value**  
**VGM Heartland Conference**  
Waterloo, IA  
September 13-15

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### SEPT/OCT
Ad close: 9/17/21  
Materials due: 9/23/21

**Product Launch Issue**

**Features**
- **Power Base Priorities:** Identifying the factors that impact drivetrain preferences and choices among consumers.
- **Funding: CRT by Any Other Name:** Examining the impact of terminology: When advocating for CRT access, do semantics hurt CRT’s argument?
- **Featurette:** Automotive accessibility’s role in CRT.

**Marketplace**
**Seating & Positioning Products**

**Bonus Distribution and Added Value**  
**Medtrade East**  
Atlanta, GA  
Oct. 18-20

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### SPECIAL EDITION
Ad close: 9/24/21  
Materials due: 10/5/21

**Seating & Positioning Handbook**

**Marketplace**
**Seating & Positioning Products**

**Bonus Distribution and Added Value**  
**VGM Heartland Conference**  
Waterloo, IA  
September 13-15

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### NOV/DEC
Ad close: 11/10/21  
Materials due: 11/22/21

**2022 International Seating Symposium Issue**

**Features**
- **2022 Company Profiles Special:** Featuring leading manufacturers in the CRT and accessibility fields.
- **SMA: What to Expect Next:** As drug therapies redefine the functional abilities of children with spinal muscular atrophy, what will their seating and mobility needs be?
- **Featurette:** Home vs. facility and why destination matters.

**Marketplace**
**2022 International Seating Symposium Exhibitors**

**Bonus Distribution and Added Value**  
**International Seating Symposium**  
Pittsburgh, PA  
Jan. 31 - Feb 2, 2022

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*If in-person events occur*
## Magazine Ad Specs

### Magazine Trim Size:
8 x 10 3/4 (all sizes are in inches)

<table>
<thead>
<tr>
<th>Action</th>
<th>Live</th>
<th>Trim</th>
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<tbody>
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<td>8 x 10 3/4</td>
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<tr>
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<td>16 x 10 3/4</td>
<td>16 1/4 x 11</td>
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<td>2 1/8 x 4 1/4</td>
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</table>

All ads are to scale.

All bleeds are 1/8” beyond trim. For bleed ads, keep live copy 1/4” from from trim. For spreads, we recommend keeping live copy 1/4” from the gutter on each side.

### Acceptable File Formats

PDFs are strongly encouraged. Hi-res Illustrator EPS files are also accepted. Ads requiring work to be done by us will incur an additional charge. Ad materials are stored for one year and then deleted.

### Preparing native files for printable PDFs

Multiple pages need to be submitted as single page files. Artwork must be CMYK, minimum 300 dpi. Files must be flattened (no layers or transparencies). Set bleeds 1/8” beyond trim. DO NOT use stylized fonts. Embed all fonts. Overall density of CMYK colors cannot exceed 300%. Set trim marks with a 12-point offset so the marks don’t overlap the bleed.

### Preparing native files for printable Illustrator EPS

Artwork must be CMYK, minimum 300 dpi. Files must be flattened (no layers). Set bleeds 1/8” beyond trim. Fonts must be embedded or converted to outlines. Overall density of CMYK colors cannot exceed 300%. Set trim marks with a 12-point offset so they don’t overlap the bleed.

### Submitting Digital Files

Use file names that include the magazine title, issue date, and project name. Ads can be submitted via FTP, a file-sharing service such as Dropbox, or an email to the Production Coordinator.

### Uploading to FTP

It’s important that the file is placed in the proper directory. All uploads should be followed by a confirmation phone call or email to the Production Coordinator.

**Host:** ftp://ads.1105media.com  
**User ID:** 1105user  
**Password:** 1105pass

**Directory:** /1105external/production/Mobility_Management

**Tip:** You’ll need file-sharing software to upload to FTP. One of the most user-friendly, free programs for Mac and PC is FileZilla:

### FileZilla Instructions

1. To install, go to https://filezilla-project.org and click on Download FileZilla Client.  
2. Open FileZilla and enter Host, User Name, Password, and Port 21.  
3. Click on the Quick Connect button at upper right.  
4. In the Local Site window on the left, locate and click on the source folder containing the file to be uploaded. Your file will appear in the Filename window below.  
5. In the window on the right, click on the 1105external folder, click on the production folder, and locate the folder for the magazine.  
6. Select your file in the Filename window on the left, and drag it to the magazine folder on the right.

### Proofs

If a proof is provided, it must be a SWOP proof created from the supplied digital file. A laserprint is not SWOP-quality and is not color-accurate. If a SWOP proof is not supplied, we are not responsible for variances between the digital file and final reproduction. Send proofs to:

Tess Antonio, Production Coordinator  
Mobility Management, [issue date]  
1105 Media, Inc.  
6300 Canoga Avenue, Suite 1150  
Woodland Hills, CA 91367  
818-814-5371  
tantonio@1105media.com

### Additional Advertising Resources

https://1105media.com/pages/ad-specs
eMobility

Newsletters devoted exclusively to Complex Rehab Technology & Accessibility

Delivered directly to 10,000+* CRT providers, seating and wheeled mobility clinicians, Veterans Affairs Medical Centers, rehab clinics and hospitals, and mobility dealers

• Introduce new products
• Receive direct leads from CRT providers/clinicians and mobility dealers within 5 days with contact names, addresses and phone numbers
• Repetitive branding opportunity

Sponsorship Opportunities

• Leaderboard — 728 x 90 $765
• Banner — 600 x 74 (top & middle) $600
• Product Gallery $400
• Ask a Clinician $2,700
• Video $900

Product Gallery includes:
• product name/headline (40 characters maximum)
• 150x150 image (non-animated, static JPG or GIF, no larger than 20K)
• product description (60 words or less)
• your company name hyperlinked to your website

Advertiser provides the following for video promotion in newsletter:
• Video title/headline (max 45 characters)
• Text description (max 50 words)
• URL to video (advertiser hosted)
• 300-pixel-wide image from the video (max file size 30KB)

Mobility Management adds the video play icon on top of the image

*Media Owner’s Own Data

Limited space available. All ad space is sold on a first-come, first-served basis. Rates are net and per month.
## 2021 eMobility Editorial Calendar

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>MAY</th>
<th>SEPTEMBER</th>
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<th>DECEMBER</th>
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</table>

Please contact your sales representative to confirm dates and availability.
Sole-Sponsored eNewsletters*

*Mobility Management* sole-sponsored eMobility editions give you the power to send branded messaging to *Mobility Management* readers in engaging ways and without fatiguing your internal lists. Your return on investment includes a lead report on ads; you’ll also receive a click-through report on the content you provide. To help you take full advantage of this powerful marketing tool, we offer two templates that give you the freedom to add your own graphics and messaging, as well as your own articles/stories to the newsletter, if you choose.

**Option A: Sponsor receives the following positions**

- Leaderboard — 728 x 90
- Banner — 600 x 74 (after editorial content)
- Featured Video
- Products & Services (up to 3 items)

At the top of the newsletter, our editorial team supplies content, such as our latest news or feature stories. As editorial inventory permits, our editor can include stories tied to your ads’ theme (topic-based content is not guaranteed).

**Option B: Sponsor receives the following positions**

- Leaderboard — 728 x 90
- Sponsored Content section (large area for extensive messaging)
  - Headline (max 90 characters)
  - Opening text (max 200 characters)**
  - Graphic — 650 x 200 (max file size 70k)
  - Content (basic HTML with no styling or special markup). Content can include links to your URL and call to action text. (max 500 characters)**

At the top of the newsletter, our editorial team supplies content, such as our latest news or feature stories.

<table>
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<th>Sponsorship Rate</th>
<th>$2,500</th>
<th>Additional Q&amp;A</th>
<th>$2,750</th>
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<td></td>
<td>with Laurie Watanabe, Mobility Management Editor</td>
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</table>

*Sole-sponsored eNewsletters are created by 1105 Media and use the MM eMobility eNewsletter template and ad specifications. Not all content can be provided by the sponsor.*

**Max character count includes spaces.
Custom eBlasts

Build stronger customer relationships with a Custom eBlast campaign

Deliver relevant product, service or educational information to the MM audience and generate leads. Package includes set-up, one test, email distribution and up to 100 leads. Additional leads may be available at an additional cost.

Materials and Specifications

Advertiser provides:

- HTML file designed for viewing by various email clients
- To comply with CAN-SPAM, HTML must include:
  - advertiser’s physical address
  - opt-out link
  - Images must be hosted by client.
- From line: [company name]
- Subject line
- Email address for proofing contact(s)

A test message will be sent for your approval. Minor corrections can be made, or you can provide a revised HTML file for the re-test.

eView

Get additional marketing exposure

Writing a column for Mobility Management? Will your company be featured in an upcoming CRT Showcase? Will your company be featured in our news section? Your company can get additional marketing exposure with our eView.

MM will eBlast your editorial coverage in the magazine to our unique Mobility Management eNewsletter subscriber database, broadening your reach to 10,000* CRT professionals.

CAN-SPAM Requirements

The CAN-SPAM Act of 2003 requires that a “Sender” of an email message: Provide an opt-out mechanism by which recipients can request to stop receiving such messages (15 U.S.C §7704 (a) (5)). Refrain from sending messages to such recipients once the opt-out request has been received (15 U.S.C §7704 (a) (4)). Additionally, the Act defines a “Sender” as: “A person who initiates such a message and whose product, service, or Internet web site is advertised or promoted by the message.” (15 U.S.C. §7702 (16) (A)). In the interest of providing robust customer services and in an effort to stringently comply with the law, it is 1105 Media policy to treat both 1105 Media, Inc. and the featured advertising/sponsorship partner as “Senders”: As such, it is 1105 Media policy to:

- Include opt-out links for both 1105 Media and the featured advertising/sponsorship partner.
- Suppress email addresses from both the 1105 Media opt-out request file and the advertising/sponsorship partner opt-out request file.

*Media Owner’s Own Data
More eNewsletter Options

Quarterly Product Revue eNewsletter
Promote your products or services to 10,000+ * CRT providers, seating and wheeled mobility clinicians, Veterans Affairs Medical Centers, rehab clinics and hospitals, and mobility dealers affordably.

Simply send us these four components and we will include you in our next Product Revue eNewsletter.
• Product name/headline (40 characters max)
• 150x150 image (non-animated, static JPG or GIF, no larger than 20K)
• Product description (60 words or less)
• Company name and URL

Materials are due on the 15th of the preceding month.

| Product spot          | $500 each | Series of 4 | $1,850 |

Ask a Clinician

Ask a Clinician is a newsletter/website option in which advertisers can tap their clinicians (either on staff or contracted) to answer three questions on a topic that highlights their expertise.

Ask a Clinician columns include three questions (100- to 250-word answer per question, 300 to 750 words in total) and a headshot.

Ask a Clinician newsletter sponsors receive all ad messaging: 700x90 leaderboard, 600x74 top banner and featured product (150x150 image, 40-character or less headline, 40-60 word summary).

$2,700

*Media Owner’s Own Data
ISS Marketing Opportunities
Make the most of this important Complex Rehab Technology event with Mobility Management before, during & after the show

ISS Online Branding & Lead Generation Package
• 3 Product Showcases* and 3 rectangles (300 x 250) on mobilitymgmt.com
• 3 banners (600x74) on eMobility
• (Optional 3 leaderboards 728x90)
• Receive direct leads

| with Leaderboards | $2,600 | $2,900 |

ISS Webinar Package
• 1 Webinar promoted to MM’s audience of seating and wheeled mobility clinicians and providers
• 3 Product Showcases* and 3 rectangles (300x250) on mobilitymgmt.com
• 3 banners (600x74) on eMobility

This package is a turnkey solution that includes lead generation with email addresses. We do the work, you collect the leads.

$7,500

Rates are net and sold as a package only.

*Includes product name/headline (40 characters maximum), 150x150 image (JPG or GIF, no larger than 20K), product description (approx. 60 words or less), and your company name hyperlinked to your website.
Website

*Mobility Management* online gives you access to Complex Rehab Technology professionals and mobility/accessibility dealers. Designed for easy viewing on desktops as well as tablets, this website features the latest CRT and accessibility news; clinical/technical feature stories; seating, wheeled mobility, and accessibility products; and updates on funding, legislation, and policy.

Advertising Rates

**Homepage and run of site:**

- Leaderboard (4 sponsors) 728x90 $725
- Rectangle (4 sponsors) 300x250 $650
- Large Box (4 sponsors) 300x400 $725

**Product Showcase on the Home Page** $400

**ISS Showcase on the Home Page** $850/3 mo.

Each includes:

- Product name/headline (40 characters maximum)
- 150x150 image (JPG or GIF, no larger than 20K)
- Product description (60 words or less)
- Your company name hyperlinked to your website

All rates are net and per month unless otherwise stated.

*Mobile-friendly design*  
*Top-performing banner sizes & options*  
*Latest CRT/accessibility news, clinical features, products, and funding/policy updates*
Specialty Website Options

Wallpaper
Your pair of ads follows viewers as they scroll. Take command of the screen with wallpaper—a pair of 152 x 600 banners positioned on the left and right sides of the Mobility Management website. The banners move down the screen for continuous impact as viewers scroll. Repeat the same image on both sides, or submit two different banners with a cohesive look.

• Images can be in JPG, GIF or PNG format.
• If supplying two different images, please include “left” and “right” in file names. The images must have a cohesive look.

| Monthly Rate | $2,000 |

Pushdown Ad
Increase your impact with this run-of-site banner. Get viewers to take a second look with our new pushdown banner position. Located directly below the top navigation bar, the ad expands when viewers hover over it, increasing visibility and capturing attention.

• Dimensions: 970 x 90 (max file size 50K)
• Hover Over Expansion Dimensions: 970 x 415 (max file size 200K)
• Advertisers have the option to provide a 300 x 50 ad to serve on smaller mobile devices.

| Monthly Rate | $2,200 |
Specialty Website Options continued

Native Advertising

Put your education, research or case studies in front of thousands of Complex Rehab Technology professionals with our sponsored content. Now you can draw more attention to your brand by running sponsored content embedded in must-read mobilitymgmt.com articles & eMobility.

Complex rehab professionals rely on mobilitymgmt.com & eMobility to keep up with important industry news, trends and research.

Your Sponsored Content box on mobilitymgmt.com will:
• Link to your provided article
• Roadblocked 728x90 leaderboard and 300x400 skyscraper ads on your content page
• Your Sponsored Content box promoted in 2 eMobility newsletters

Only 2 positions available per month
• $2,100/month
• $3,000/2 months
Specialty Website Options continued

**Video & Video Package**

**Video:** Your company video placed prominently on mobilitymgmt.com homepage.

**Video Package:** Your video featured in eMobility, prominent homepage placement on mobilitymgmt.com AND your video promoted in eMobility.

| Monthly Rate | $1,250 | Monthly Rate | $2,000 |

**Newsletter Featured Video**

Advertiser provides the following for video promotion in newsletter:
- Video title/headline (max 45 characters)
- Text description (max 50 words)
- URL to video (advertiser hosted)
- 300 pixels wide image from the video (max file size 30KB)
  - 1105 adds the video play icon on top of the image

**Newsletter Video Promotion (Sponsored Content)**

Advertiser provides the following for video promotion in newsletter:
- Video title/headline (max 45 characters)
- Text description (max 50 words)
- URL to video (advertiser hosted)

**Home Page Sponsored Video**

Advertiser provides the following for video promotion on the home page:
- Video title/headline (max 45 characters)
- Text description (max 120 characters)
- Video (option 1: hosted OR option 2: static image that links to your video)
  1. Video that is hosted and plays directly on the home page specs:
     - mp4, MOV, VPAID, MP3
     - 720p is standard (Video will display in a 650x400 pixels space or smaller)
     - 1 MB max size
     - :15- to :60-second video
     - Audio MUST be user initiated
  2. Static Image of video that links to your video hosted on your website:
     - URL to video (advertiser hosted – can be a YouTube or Vimeo page)
     - Static image 650 pixels wide image from the video (max file size 30KB)
     - 1105 adds the video play icon on top of the image
Webinars

Your powerful tool for generating quality sales leads

Our turnkey webinar solution is a cost-effective way to drive awareness and generate leads.

Stand out as a thought leader in the Complex Rehab Technology or accessibility industries by delivering a professional-quality educational presentation. Gain access to busy industry professionals through our easy online access and on-demand replay of your event. This combination is an effective way to get the valuable time and attention of our audience and an efficient way to generate valuable customer leads. Webinars are one hour long and include 45 minutes for you to present and 15 minutes to engage in a Q&A session with the attendees.

Custom Webinar
- Single-sponsored, customer-supplied webinar $5,500
- Single-sponsored, speaker-supplied webinar $6,500
- Video copy of your webinar $500

Editorial Webinars
Co-sponsored, Mobility Management-supplied webinar content is promoted in the same ways as a custom webinar.
- Single sponsorship $3,000
- Exclusive sponsorship $5,500

Sponsorship includes:
- Development of registration page, event console, marketing, lead collection and reporting
- Lead generation including full contact details and demographics on all registrants
- Comprehensive event promotion on our websites, newsletters and through social media
- Logo and sponsorship acknowledged in promotions to targeted MM subscribers
- Prominent branding on attendee webinar console and promotions
- Dedicated production coordinator for the live event
- Q&A during the presentation
- Reminder emails prior to webinar and thank-you emails after the event
- Three-month on-demand archive for ease of access
DemoCasts

Launch your products and services to an engaged audience of CRT and mobility professionals

Can’t travel to demonstrate your products face-to-face? Show them to our audience of CRT and mobility professionals via video. Select a 15-minute segment (includes video and Q&A with editor) or a 5-minute video-only segment. Highlight as many of your products or services as you wish during your allotted time. You provide the video. We host the DemoCast webinar and provide you with the leads.

Materials Needed:
• Company name — how you want to be listed as the sponsor
• Logo
• 50-word company product description (including URL to your website)
• 10- or 5-minute video demo (mp4 file type required. Recommended data rate 2mbps or lower.)

Rates
• 15-minute segment (video + Q&A) $1,100
• 5-minute segment (video only) $795

Sponsorship includes:
• Registration development and collection
• Comprehensive event promotion on our websites, newsletters and through social media
• Reminder emails prior to DemoCast
• DemoCast registration link on mobilitymgmt.com
• Audio delivery and presentation coordination
• Optional Q&A during the presentation with 15-minute purchase
• Contact details for all DemoCast registrants
• Three-month online archiving for on-demand access
## Podcasts

**Sponsoring a *Mobility Management* podcast is a unique way to engage the CRT and accessibility communities**

Each podcast creates a marketing experience for your company by featuring up to a 30-minute conversation with Laurie Watanabe, executive editor, and a representative from your company. Topics can be related to clinical outcomes and practices, funding policies, pediatric or adult seating and mobility, consumer advocacy, or thought leadership ideas from your CEO or other executives. Also included in your podcast is a brief company marketing message.

Your podcast will be featured in a *Mobility Management* news story, marketed to our database of CRT and accessibility professionals, promoted on our website and in eMobility, featured on our social media platforms, and uploaded to iTunes/Apple, Google Podcasts and Stitcher.

Take your *Mobility Management* podcast sponsorship even further with Viewpoint, a graphically engaging PDF containing a Q&A version of the interview. Viewpoints are a value-add extension for a single podcast that includes:

- One email promotion blast
- One set of retargeting banners
- A 300x250 website banner that will run for one month
- Two 600x74 e-newsletter banners (scheduled based on availability)

You have the option of creating the website banner, retargeting banner, and eNewsletter banner, or using ones that we supply based on a template.

### The Complex Rehab Technology industry wants podcasts

**We surveyed our CRT readers:** 75.45% of respondents currently listen to podcasts, and 97.27% said they would be interested in *Mobility Management*-produced podcasts on CRT topics.

<table>
<thead>
<tr>
<th>Podcast Sponsorship</th>
<th>$2,750</th>
</tr>
</thead>
<tbody>
<tr>
<td>Series of three</td>
<td>$2,500/ea.</td>
</tr>
<tr>
<td>Viewpoint</td>
<td>$1,500</td>
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</tbody>
</table>
Mobility Product Awards

Get your technology recognized by CRT clinicians, CRT suppliers, and mobility dealers

Winners in each category receive great publicity, including:

- Recognition and award at the next International Seating Symposium (during in-person event)
- Use of the Mobility Management Mobility Product Award logo in promotions of each winning product
- Recognition in Mobility Management marketing, promotions and social media
- Editorial coverage, both online and in print, and special advertising rates in the July/August issue of Mobility Management

2021 Award Categories

Seating & Wheeled Mobility Categories:

- 24-Hour Postural Support
- Accessories, Wheelchair
- Alternative Driving Controls (for Power Wheelchairs)
- Backs, Wheelchair: General Use (E2611-2612)
- Backs, Wheelchair: Positioning, Posterior (E2613-E2614)
- Backs, Wheelchair, Positioning, Posterior-Lateral (E2616-2617)
- Backs, Wheelchair: Planar Back & Laterals (E2620-2621)
- Electronics, Power Wheelchair
- Hygiene & Bath Equipment
- Personal Mobility Devices
- Positioning: Gait Training
- Positioning: Head
- Positioning: Standers
- Positioning: Standing Wheelchairs
- Positioning: Trunk
- Positioning: Upper/Lower Extremities
- Power-Assist Systems
- Pressure Mapping
- Seat Cushions, Wheelchair: Custom (E2609)
- Seat Cushions, Wheelchair: General Use (E2601-2602)
- Seat Cushions, Wheelchair: Positioning (E2605-2606)
- Seat Cushions, Wheelchair: Powered (E2610)
- Seat Cushions, Wheelchair: Skin Protection (E2603-204)
- Seat Cushions, Wheelchair: Skin Protection, Adjustable (E2622-2623)
- Seat Cushions, Wheelchair: Skin Protection & Positioning (E2607-2608)
- Seat Cushions, Wheelchair: Skin Protection & Positioning, Adjustable (E2624-2625)
- Seating Systems
- Sensor Technology
- Smart Technology
- Wheelchairs, Manual: Standard
- Wheelchairs, Manual: Stroller Style, with Positioning
- Wheelchairs, Manual: Ultralightweight
- Wheelchairs, Power: Group 1
- Wheelchairs, Power: Group 2, Multiple Power
- Wheelchairs, Power: Group 2, Single Power
- Wheelchairs, Power: Group 3, Multiple Power
- Wheelchairs, Power: Group 3, Single Power
- Wheelchairs, Power: Group 3, Standard
- Wheelchairs, Power: Group 4 (All Types)
- Wheelchairs, Power: Group 5 (Pediatric, All Types)
- Wheelchairs, Sports & Recreation

Accessibility Categories:

- Automotive Driving Controls, Adapted
- Door-Opening Systems
- Lift & Transfer Systems
- Lifts, Vehicle
- Ramps, Home
- Ramps, Vehicle
- Wheelchair-Accessible Vehicles
- Wheelchair Securement
Website Banner Ad Specs

1105 Media ad serving platform is Google Ad Manager 360

Standard Image Files
• Acceptable files include PNG, JPG, GIF (includes animated GIF). Maximum file size 80K.
• Click-thru URL advertisers are responsible for maintaining a working URL, which must be supplied with image file. Click rates are not guaranteed.

HTML5
Acceptable up to 100K
Ad design and development guidance can be found here: https://www.iab.com/guidelines/html5-for-digital-advertising-guidance-for-ad-designers-creative-technologists/

Third-party ad serving
We accept all third-party ad serving, but impressions are counted and invoices are issued based on our ad serving system. DoubleClick DFP 15-20% impression tracking discrepancy may be expected. All formats will be considered and require extra processing time for testing and implementation. If possible, please submit a test third-party ad. When submitting third-party tags, please make sure they are secured (https).

Placement
Banners are run-of-site. Targeted ads are subject to availability. Contact your account representative for more information.

Special banner specifications
• Initial Load: The file size should be maximum 80K. Subsequent Load: The file size should be between 70-80K.
• Number of Subsequent Loads: 1-2
• In-banner Video: We can accommodate as long as it fits into the max 80K file size.
• Special Frame Requirements: None, but must follow our specs & file size.
• Max Animation Time: 10-15 seconds
• FPS (frames per second): 20-25 (max 30)
• Max Number of Loops: 3-5 times (or more if it fits into max 80K file size)
• Max Uninitiated Video Length: None if it fits into max 80K file size
• Concurrent Video/Animation: 25-30 seconds
• Audio Initiation After Expansion: User controlled with click
• Expandable Hotspot Limitation: No limitations

All creative is due 5 business days prior to launch.
Please submit materials to Tim Bobko at tbobko@1105media.com

eNews Banner Ad Specs

Banner Sponsorship - 40K maximum file size
Leaderboard — 728 x 90
Top Banner — 600 x 74
Middle Banner — 600 x 74

New Product - 40K maximum file size
150x150 image (.jpg or .gif), Headline: 55 characters max, Body text: 40-60 words, Click-thru URL

Click-thru URL
Advertisers are responsible for maintaining a working URL. Click rates are not guaranteed. URL should be limited to 250 characters.

Acceptable Files
Static GIF or JPG files
contact us

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