

RESNA NewsBrief

REACH
3,700

CERTIFIED RESNA PRACTITIONERS

EVERY WEEK
MEDIA KIT



The RESNA website is a hub for information on assistive technology and disability services. The page features a navigation bar with links to Home, About, Certification, Resources, Membership, and Contact Us. A prominent banner for the RESNA NEWSBRIEF is displayed at the top, with a sub-header 'Early registration for 2011 annual RESNA-ICTA conference ends April 15'. Below this, several articles are listed, each with a category letter (A, B, C, G, B1, F, D, C1, E) and a brief description of the content. The articles cover topics such as 'New, revised wheelchair standards expected in 2011', 'Improving employment access for Americans with disabilities', 'Lawmakers press to repeal DME bidding', '55A steps in to speed disability claims delayed by state furloughs', 'Program teaches students to use assistive technology in Maryland', 'Georgia Legislature passes Statewide Individual Development Account Program', 'Thought-provoking technology makes music with mind power', 'Study: 71 percent of clinicians say organizations aren't doing enough to prevent readmissions', 'Even mild stress can lead to disability', and 'CTIA redesigns website to help the disabled shop for wireless access'. The page also includes a 'Product Showcase' section with images of various assistive devices like the 'TrueBalance' and 'Rifton ProPre Standers'. At the bottom, there is a 'RESNA Newsbrief' section with contact information and a 'Recent Issues' section.

MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

- A LEADERBOARD**
This premier position provides your company with top exposure and quality traffic.
- B/1 SKYSCRAPER**
A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.
- C/1 TOP/BOTTOM BANNER**
Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.
- D PRODUCT SHOWCASE**
Showcase your latest product with this placement and include a photo, 50-word description and link to your site.
- E FEATURED COMPANY**
Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.
- F TRADITIONAL TEXT AD**
Leverage the power of words with a 15-word text ad to drive traffic to your website.
- G CURRENT PROMOTION**
Promote your company's current special offer with this 5-word ad that will entice buyers and increase traffic. Ad includes a unique landing page developed specifically for your company. [View landing page sample.](#)

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief. Please refer to page 3 for appropriate image dimensions.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 3,700 certified RESNA practitioners (one 90 day cycle)



Leaderboard
\$3500

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3000/\$1750

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top Skyscraper/Bottom Skyscraper
\$3000/\$1750

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$1950

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Featured Company
\$1250

Lorem ipsum dolor
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Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$1000

Lorem ipsum
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 Lorem ipsum
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Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**



Current Promotion
\$1500

Lorem ipsum dolor sit amet
 Lorem ipsum dolor sit amet,

Text **five word headline**
Image Dimensions **68x34** File Format **JPEG, GIF**
Landing Page Text **50 word product description**
Landing Page Image Dimensions **175x125** File Format **JPEG, GIF**

CONTACT US

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THE RESNA NEWSBRIEF, POWERED BY
MULTIBRIEFS, PROVIDES WEEKLY NEWS AND
INFORMATION TO INDIVIDUALS INTERESTED
IN TECHNOLOGY AND DISABILITY.

The news tackles today's most relevant issues, gathered from sources like **The Associated Press**, **The New York Times**, **Financial Times** and the leading industry publications. Delivered to the inboxes of professionals working in the field of rehabilitation engineering and assistive technology. The RESNA NewsBrief keeps professionals informed of topics that impact the daily operation of their practices. Subscribers are decision-makers and influencers with purchasing power – the top-tier professionals.

RESNA NewsBrief
IS A PROFESSIONAL RESOURCE FOR

NEWS
IDEAS+

TOP TEN REASONS TO ADVERTISE IN RESNA NewsBrief:



CREDIBLE SOURCE

For over 31 years, our members have turned to the association as the informational authority of the industry. Advertising in RESNA NewsBrief solidifies your place among weekly information provided to RESNA members.



TARGETED DISTRIBUTION

Advertising in RESNA NewsBrief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to RESNA NewsBrief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, RESNA NewsBrief ensures your ad will be seen every week by our 3,700 subscribers.



AFFORDABLE

Advertising in RESNA NewsBrief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of RESNA NewsBrief has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in RESNA NewsBrief.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.