

RANGE OF MOTION

REACH

38,000

ATHLETIC TRAINERS

EVERY WEEK

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USING A COHESIVE STRETCH TAPE?

Range of Motion
Current News in Health & Sports

PRODUCT SHOWCASES

Phillies Tickets Available During 2010 Annual Meeting & Clinical Symposium!
from NATA Share

Watch the National League Champion Philadelphia Phillies take on the Cleveland Indians during the 2010 NATA Annual Meeting & Clinical Symposium. NATA has reserved 1,500 tickets for members and their friends and families as a fundraiser for the Foundation. The game is Tuesday, June 22. Save date and check the NATA News, Twitter, Facebook and Range of Motion in the coming weeks for details on how to purchase. [MORE](#)

Save-A-Tooth
Preserves Teeth For 24 Hours!

NATA Info/Events

Sign Up For Hill Day!
from NATA Share

Register for the 2010 Capitol Hill Day event scheduled Tuesday, Feb. 23, in Washington, D.C. There's nothing like a one-on-one, in-person meeting to help advance NATA's legislative agenda. Come with your friends and colleagues to our nation's capital and show lawmakers the strength of athletic trainers. [MORE](#)

Second Deadline Coming Up for Ethnic Diversity Grants
from the NATA Ethnic Diversity Advisory Committee Share

Apply now for a Diversity Enhancement Grant from the NATA Ethnic Diversity Advisory Committee and get up to \$7,500 for your athletic training program. Grants are awarded in three categories, all focused on helping develop an ethnically diverse professional population and improving health care for ethnically diverse patients. Remaining grant deadlines are April 1 and Aug. 1. [MORE](#)

Health & Development

PRODUCT SHOWCASES

Thera-Band@FlexBar
Golfers' Elbow Exercise Study

Check-out these videos using the Thera-Band Loop for shoulder and lower extremity exercises with three of the nation's top physical therapists and performance enhancement specialists!
www.thera-bandacademy.com
800-321-2135. [More](#)

Chattanooga
Chattanooga's IntelectAB Transport systems are lightweight, battery or outlet-powered units featuring electrotherapy and ultrasound, or combination therapy.
www.chattanooga.com

TechTrainer - The Smart Bilateral Cable System

BTE TECHNOLOGIES
Simply Intelligent.

Evaluate, rehabilitate, and train with objective measures on TechTrainer - BTE Technologies' smart, state of the art, pneumatic bilateral pulley system. Get what you and your clients want: evidence-supported evaluation, treatment, exercise, and conditioning! IC high tech with real-time visual feedback and progress tracking. [Learn More About TechTrainer for Athletic Training.](#)

ion Sport

The Future of Fitness
Stop chasing symptoms-Attack the cause of injury Supplement ATP & MADI IonSport-AcKetate Stronger

How Necessary is Stretching?
from The New York Times Share

NATA has notified the source of this article to offer thanks for publicizing this research and to inform that athletic trainers should be consulted before active adults and children begin exercise or stretching programs.

For years, flexibility has been widely considered a cornerstone of health and fitness. Many of us stretch before or after every workout and feel if we can't lean over and touch our toes. We gape enviously at yogis wrapping their legs around their ears. [MORE](#)

Defender Mouthguard Laboratories
Defender Mouthguard: Your best defense against sports related dental injury and concussion. Our exclusive dual construction offers triple lamination for dental protection with single palatal lamination for unrestricted breathing and speech. [MORE](#)

School Sports

Practice of Sports Imaging Changes
from Post Bulletin Share

Not too long ago, if an athlete had a phantom pain in the wrist, it was often hard to get an accurate diagnosis. But during the past few years, a Mayo Clinic physician in Rochester has helped to change the practice of musculoskeletal ultrasound imaging. [MORE](#)

TARTAN AC SPLINT-KENNY HOWARD STYLE
We have made a few key changes to an already sound design. Easier to apply, improved adjustability, positive control, less pressure on the arm. [MORE](#)

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F

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B 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 CALLOUT TEXT AD

Integrated into the feel of the brief, a callout 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.

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 38,000 Athletic Trainers (one 90 day cycle)



Leaderboard
\$5000

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$4000/\$3500

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Skyscraper
\$4000

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



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Product Showcase
\$3950

Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**
Max File Size **30k**



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis. **More**

Callout Text Ad
\$2500

Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**
Max File Size **30k**



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor. **More**

Traditional Text Ad
\$1500

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**
Max File Size **15k**

CONTACT US

COLBY HORTON
VICE PRESIDENT OF PUBLISHING
469.420.2601
chorton@multibriefs.com

BEN MAITLAND
DIRECTOR OF ADVERTISING SALES
972.402.7025
bmaitland@multibriefs.com

RANGE OF MOTION, POWERED BY MULTIBRIEFS, PROVIDES WEEKLY NEWS AND INFORMATION TO ATHLETIC TRAINERS NATIONWIDE.

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 certified athletic trainers, Range of Motion keeps professionals informed of topics that impact the daily operation of their business. Subscribers are decision-makers with purchasing power - the top-tier professionals in the industry.

RANGE OF MOTION
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN RANGE OF MOTION:



CREDIBLE SOURCE

For over 60 years, our members have turned to the association as the informational authority of the industry. Advertising in Range of Motion solidifies your place among weekly information provided to NATA members.



TARGETED DISTRIBUTION

Advertising in Range of Motion 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 Range of Motion 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, Range of Motion ensures your ad will be seen every week by our 38,000 subscribers.



AFFORDABLE

Advertising in Range of Motion 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?



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Each issue of Range of Motion 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!



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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 Range of Motion.



TRACK CAMPAIGN EFFECTIVENESS

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