



[www.NewMobility.com](http://www.NewMobility.com)

Online keyword search advertising

Banners

Buttons

Skyscrapers

NM eXTRA e-newsletter sponsorship

Website page sponsorship

Digital Edition enhancements

Links



## New Mobility Online

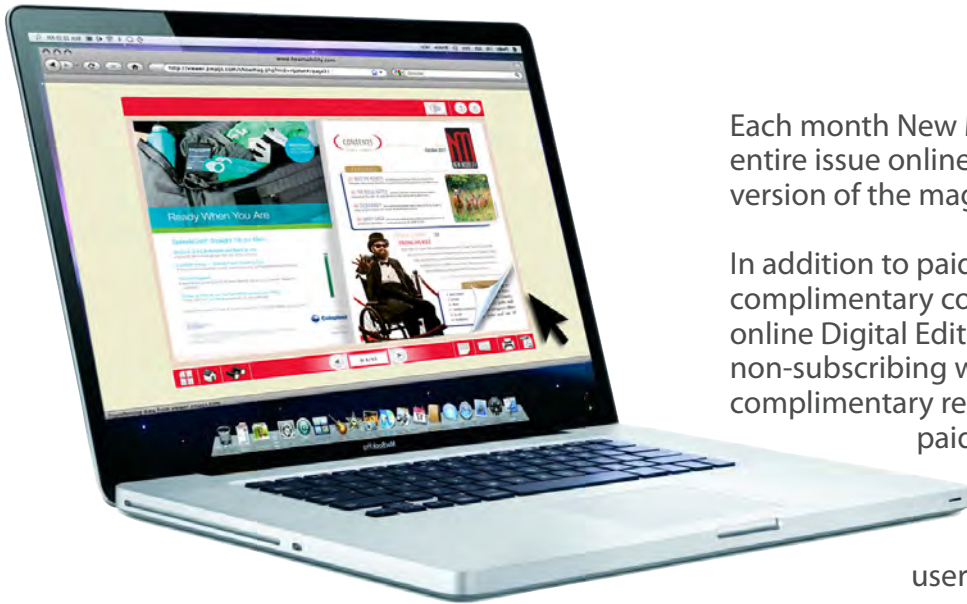
**Reach. Beyond Print.**

Generate leads, buyers, and web traffic to your sites from our 29,538+ monthly unique web site visitors, and our 50,000+ opt-in e-mail subscribers. 92% of these web savvy wheelchair users are not subscribers to our print magazine!



United Spinal Association

# NM online Digital Edition



Each month New Mobility subscribers can access the entire issue online. This is an enhanced, fully-clickable version of the magazine.

In addition to paid subscribers, we e-mail a complimentary copy of this online Digital Edition to a different set of over 10,000 non-subscribing wheelchair users each month. These complimentary readers often upgrade to become fully paid subscribers! With the viral pass-along readership of this online version, your ad in the Digital Edition will be seen by over 50,000 additional wheelchair users each month.

Your ad in the Digital Edition includes a live hyperlink to your company's website, and a live hyperlink to the e-mail address in your ad!

When you advertise in the print edition of New Mobility your ad automatically appears in the Digital Edition, thus providing you with extra reach, extra readership, and extra measurable response to your ad!



## Upload video in your online Digital Edition ad!

In addition, we can upload your video in your digital ad for a small charge.

Type of video embedded	1x	3x	6x	12x
Video loads automatically when page is viewed	\$225	\$220	\$210	\$200
Link to video placed in ad, and video loads when link is clicked	\$150	\$145	\$135	\$125

All advertisers who place a video will automatically receive a comprehensive Digital Edition response report including how many readers viewed your online ad, how many clicked on your website and e-mail address, how many viewed your video, and much more statistical data. All above rates are net.

Video files should be submitted in one of these formats: .wmv, .swf, .avi, .flv, or .mpeg. Video files should be no more than 25 mb and if they are .flv files, no more than 700 kb.

**Call 718-803-3782, ext. 7252 or e-mail [Ablackmore@newmobility.com](mailto:Ablackmore@newmobility.com) for more information!**



**United Spinal Association**

Generate leads, buyers and prospects from our 29,538+ monthly unique web visitors.

Advertising on www.NewMobility.com will generate traffic to your website. Lots of traffic!

It's no wonder. We have blogs, news, message boards, article archives, an online Digital Edition, links, resources, and much more that visitors log onto and read. And search. And read some more. Every day. Check out these numbers:

- **2,383,964 average hits monthly\***
- **96,019 visitors\***
- **29,538 unique visitors\***
- **12:54 average visit length on our site\***

You're sure to generate clicks. Our advertisers average better than 150 click-throughs each month.\*\*



### Online Keyword Search Advertising

Your 250 x 250 pixel square ad appears whenever the site is searched with your keywords.

- Quarterly:** \$325/ per keyword
- 6-Months:** \$600/ per keyword
- Annually:** \$1000/ per keyword

*Note: Identical keywords will be limited to the first ten purchases of each keyword, and will be sold on first-come, first-served basis. Keywords will be ordered/identified in priority order. Keyword renewals will get first right of refusal before becoming available.*

For **Custom Web**

**Sponsorship** or

**Department Web Page**

**Sponsorship** call your sales rep for more details and information.

**To place your ad call  
Call 718-803-3782, ext. 7252 or  
e-mail [Ablackmore@newmobility.com](mailto:Ablackmore@newmobility.com)  
for more information!**

### BANNERS, SKYSCRAPERS & BUTTONS

**www.NewMobility.com**

Ad Size	Dimensions	Quarterly	Annually
Banner	728 x 90 pixels	\$720	\$2600
Skyscraper	120 x 600 pixels	\$600	\$2200
Button	125 x125 pixels	\$350	\$1200

Finished files should be in GIF, JPG or SWF format. File may not exceed 100K bytes.  
New Mobility print advertisers receive 20% off banners, skyscrapers and buttons.

### LINKS

	3-Month	6-Month	Annually
Premium Link Organization name, clickable URL, clickable e-mail address, 60-word 75 x 75 pixel description, 20-word Featured Product and photo of Featured Product.	\$275	\$500	\$800
Enhanced Link Organization name, clickable URL, clickable e-mail address and 35 word description.	\$200	\$300	\$500
Basic Link Organization name and clickable URL.			\$250
Free Link Organization name and URL (not clickable).			

Note: All online advertising is non-refundable.

\*Smarter Stats statistical report 9/09 - 8/10 \*\*NewMobility.com web analytics report



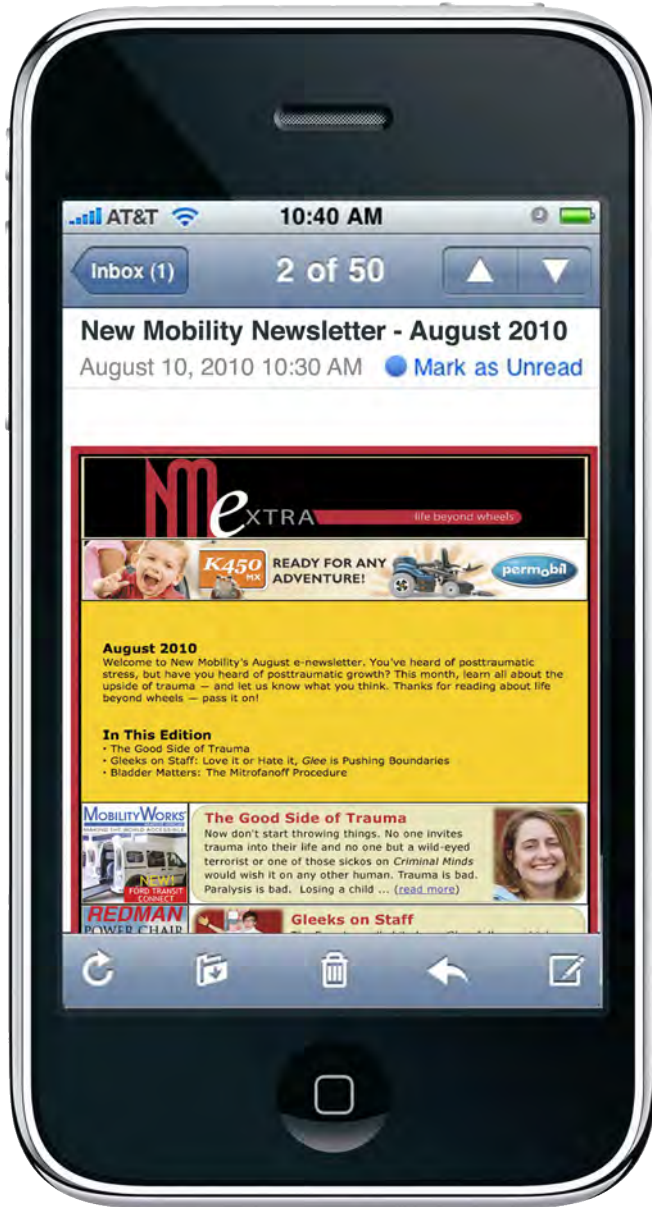
**United Spinal Association**



**Exclusive Content**

**Fully Interactive Advertising**

**Direct Line to Prospects**



Twelve times per year we send our e-mail newsletter NM eXTRA to 50,000+ opt-in wheelchair using e-newsletter subscribers. Each issue of our e-newsletter has exclusive editorial content that won't be found in our print magazine or on newmobility.com. Check out these numbers:

- E-newsletter Open Rate – 26.38%**
- Unique click through rate – 6.01%\***
- Average ad button click throughs – 93\***
- Average banner click throughs – 146\***

Sponsor the *New Mobility* NM eXTRA e-newsletter in one or all twelve e-mailings by purchasing a banner or a button, and you'll certainly generate loads of traffic to your website!

**NM eXTRA SPONSORSHIP RATES**

<b>Ad Size</b>	<b>Per Blast</b>
<b>Lead Banner (600 x 74 pixels)</b> One available per blast.	<b>\$1255</b>
<b>Button (125 x 125 pixels)</b> Three available per blast.	<b>\$515</b>

Note: Effective January 1, 2012.  
All online advertising is non-refundable.

“I have to tell you that I absolutely love your eNews blasts.”

G.Carson, NM eXTRA subscriber

**To place your ad call  
718-803-3782, ext. 7252 or e-mail  
Ablackmore@newmobility.com  
for more information!**



\*Newmobility.com web analytics report