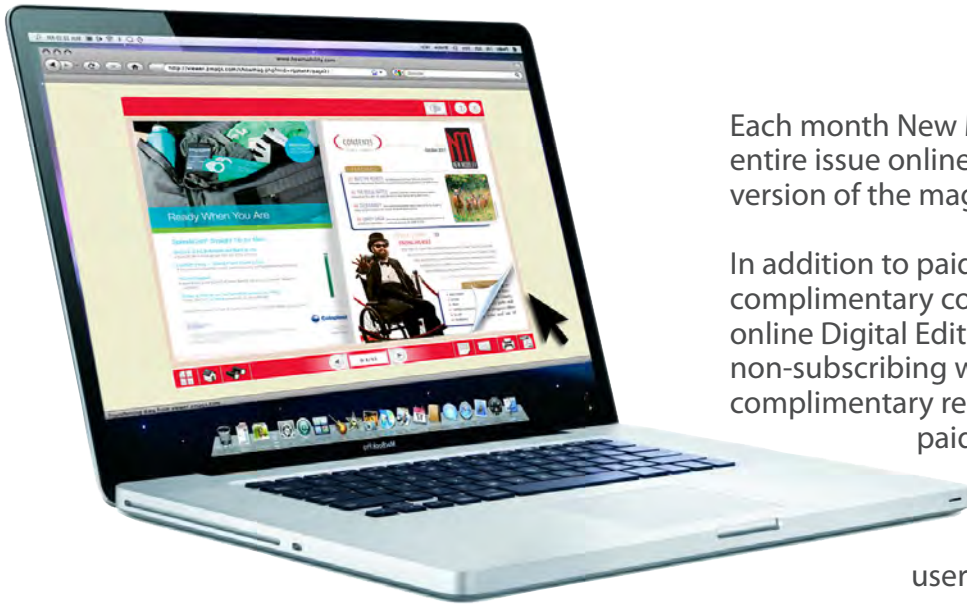


NM online Digital Edition



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!

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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.

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United Spinal Association