



**amputee
coalition**TM

A donor-supported nonprofit

2017

Media Kit

in **motion**
The Living Well With Limb Loss Magazine



Contact Us

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Empowering

The Amputee Coalition is the most established 501(c)3 donor-supported nonprofit organization focused on empowering people with limb loss and those who support them. *inMotion* and *LimbLines* are our flagship publications, providing education, information and the knowledge that they are not alone, that they are part of a caring community.

The publication delves into relevant topics and important aspects of life with limb loss, from legal and financial concerns to healthcare technology and access to care. As people are ever more engaged in their healthcare decisions it is critical to provide accurate, balanced information that readers can trust. With nuanced articles that reach beyond the headlines, the Amputee Coalition does just that, striving to serve the community in its entirety.

Hello,

As the ad sales representative for *inMotion*, you know I'm going to share how the publication is helping our readers thrive. Like the fact that the number of issues we send has grown 445% over the last year. And that we have hundreds of requests for copies each month, from Certified Peer Visitors, peer support groups, hospitals, clinicians, friends, family, and - of course - people with limb loss.

We believe that reaching more people is especially critical during this watershed political season, and we are making it easier for you to expand your advertising by lowering our 2017 ad rates. Your advertising budget will go farther, and you will be supporting the limb loss community by dedicating your dollars to a non-profit that invests in enriching, enlightening, and enhancing lives.

From bookshelves to backpacks, your ad will live on throughout the year. Join our pages, and help the limb loss community live well.

Sincerely,



Kelly Wood,
Marketing, Advertisement, and Exhibit Sales

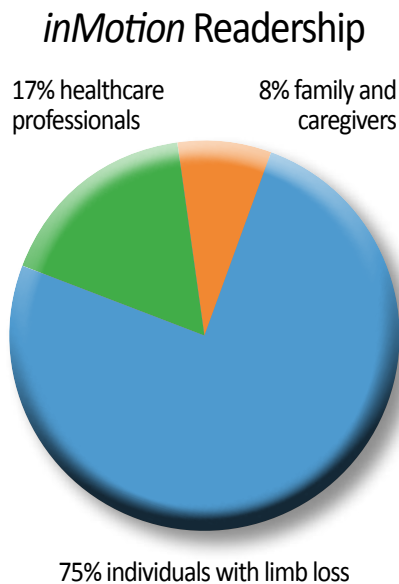
Meet the Readers

Subscriber Stats

More Than a Number

Your ad dollars are a big investment, stretched thinner by the expansion of digital marketing. With *inMotion*, you not only have the visibility of (on average) 15,000 copies per issue, you are reaching a group that is passionate about the organization. Since 1991, we know our readers are passing along *inMotion*, whether they find an issue in their Prosthetist's waiting room or are sharing a copy with a new member of their support group.

inMotion reaches beyond its covers, with a tablet friendly app and an online version, with highlights that reach the 110,000+ Amputee Coalition Facebook group. To enhance your digital communication frequency, add advertising options with the monthly *LimbLine* newsletter which reaches an every-growing readership. With an open rate topping 20%, your live link can be targeted to any landing page, offering options for tracking and conversion metrics.



Our constituents spoke:

87%
Satisfaction

overall
materials

88%
Satisfaction

usefulness of
materials

89%
Satisfaction

beneficial
impact of
materials

inMotion can be found...

Support Group Meet Ups, Limb Loss Education Days, Amputee Coalition National Conference, at hospital partners and prosthetic clinic members, and in the hands of amputees around the world.

2017 Calendar

inMotion and *LimbLine*

inMotion Calendar

Our editorial calendar will evolve based on our Q4 survey and ongoing feedback from our interaction with people in contact with the Limb Loss Resource Center.

In most issues, you will find topics that appeal to a wide variety of readers, such as:

- Advocacy in Action
- Upper-Limb Perspectives
- Growing Up as an Amputee
- Perspectives
- Exercise & Fitness
- The Doctor Is In
- Travel & Accessibility
- Parenting as an Amputee
- Living With Limb Loss
- Events Calendar

inMotion is our go-to solution when we need to showcase our work.

~Andrew Micek
Marketing Communications Manager
OttoBock

ISSUE	ADVERTISING CLOSE	MATERIALS DUE
January February	November 18, 2016	November 28, 2016
March April	January 10, 2017	January 17, 2017
May June	March 20, 2017	March 27, 2017
July August	May 24, 2017	May 31, 2017
September October	July 3, 2017	July 13, 2017
November December	September 22, 2017	September 29, 2017

PLEASE NOTE: *If an advertiser fails to provide required material to meet deadlines of issue in which space has been ordered, the last published advertisement available will be repeated. If no advertisement is available, the advertiser agrees to pay for the space reserved.*

LimbLine Calendar

LimbLine is distributed on or about the 15th of each month, and is intended to provide brief, timely and topical coverage of current issues.

Ads are due on the first of each month.



Mechanical Requirements

inMotion and *LimbLine*

inMotion

Page Unit	Width x Height
2-Page Spread (trim)	16.25" x 10.875"
Full Page (trim)	8.125" x 10.875"
Full Page (no bleed)	7.125" x 9.875"
1/2 Page Horizontal	7.125" x 4.85"
1/2 Page Vertical	3.5" x 9.875"
1/3 Page Vertical	2.25" x 9.875"
1/4 Page	3.47" x 4.85"
1/6 Page	2.25" x 4.85"

For bleed ads, add .125" on all four sides.

Press and Binder

Sheetfed and Saddle Stitched

Publication Trim Size

8.125" x 10.875"

Material Requirements

inMotion is created on Macintosh computers using Adobe Creative Suite 3 (InDesign, Adobe Illustrator and Adobe Photoshop). We will accept digital ad files in 300 dpi high-resolution CMYK PDF format. All fonts to be embedded in the pdf. Bleeds need to be incorporated into all files that bleed. Ads are also accepted via email (at advertising@amputee-coalition.org). Please call 888.267.5669 or email for additional information.

Artwork

All additional production charges, including any computer file manipulation, layout, design, artwork or photographic work, will be billed separately to the advertiser. Minimum charge for any change is \$100.

Fonts

To ensure proper quality, please make sure that black text in the original files is not saved as four-color process. When converting original files to PDF, make certain to check the Preserve Black Objects selection in Adobe Acrobat Professional.

2017 *LimbLine*

	AD SIZE
Full Width Banner	600 px X 100 px
Sidebar Ad	190 px X 190 px

Sizes for *LimbLine* newsletter advertisements are subject to change as the Amputee Coalition may modify the format of the newsletter. Companies under contract will receive 60 days notice before any change in format takes effect to provide the Company the opportunity to submit a revised advertisement.

Advertising with *inMotion* provides a very cost effective avenue for us to share our technology with the limb-loss community, making it an ideal fit for Endolite's Marketing Strategy and budget. *inMotion* has a history of being THE publication dedicated to serving the limb-loss community. I believe we share many of the same values related to end user outcomes and care, which is reflected in the publication content and why *inMotion* is our first choice for reaching the limb-loss community.

~Sue Borondy
Marketing & Communications Manager
Endolite



Advertising Rates

inMotion and *LimbLine*

2017 *inMotion*

	1 TIME	HALF YEAR (3 issues)	FULL YEAR (6 issues)
2 Page Spread	\$4,000	\$3,800	\$3,600
Back Cover	\$3,750	\$3,550	\$3,350
Inside Front Cover	\$3,500	\$3,350	\$3,200
Inside Back Cover	\$3,500	\$3,350	\$3,200
1 Page	\$2,900	\$2,750	\$2,600
1/2 Page	\$2,000	\$1,900	\$1,800
1/3 Page	\$1,250	\$1,200	\$1,150
1/4 Page	\$750	\$700	\$650
1/6 Page	\$425	\$400	\$375

2017 *LimbLine*

	RATE
Full Width Banner	\$600
Sidebar Ad	\$450

All prices are gross rates and do not include agency discounts.

Advertising

Terms and Conditions

Advertising Terms, Conditions and Policies

Bill and Payment Procedures

Net 30 days from date of invoice. If balance is not paid within 30 days of invoice date, the Amputee Coalition reserves the right to require advance payment for future ad placements, or to discontinue the advertiser's advertisement from future magazines, at its sole discretion. **Should advertiser be delinquent in payment net 60 days from invoice, Coalition will notify advertiser and require payment before any additional contracted ads are run.**

Commissions

15% commission shall be provided in a discount to all recognized, accredited agencies provided that account is paid within 30 days from the date of invoice.

Contracts

A 6x contract period is for one calendar year of consecutive issues. Advertising will be prorated if the terms of the contract are not met. Likewise, rebates will apply if frequency of ad placement increases. No advertising will occur without a signed contract by the advertiser that has been approved and countersigned by the Amputee Coalition prior to the advertising closing date(s) outlined in the Amputee Coalition's Media Kit.

Cancellations

No cancellations will be accepted after the advertising closing dates outlined in the Amputee Coalition's Media Kit. All notifications of cancellations must be in writing and received prior to the advertising closing date for the issue being canceled. Any advertiser who cancels space after the closing date will be billed for the space reserved and any additional production charges the change requires per their contract.

Agreement and Signature

By signing below, I have authorized the purchase of advertising space in the issues indicated above. I have read and agreed to the above terms, conditions and policies, and am aware of the deadlines and requirements outlined in this contract and the Amputee Coalition's Media Kit for contracted advertising space.

Advertiser Signature _____ Name (printed) _____

Title _____ Date _____

Coalition Signature _____ Name (printed) _____

Title _____ Date _____

Pick-up Policy

If an advertiser fails to provide required material to the Amputee Coalition by the deadline(s) outlined in the Amputee Coalition's Media Kit under "Materials Due" for an issue in which space has been contracted, the last published advertisement available will be repeated. If no advertisement is available, the advertiser agrees to pay for the space reserved.

Editorial Statement

All advertising material is subject to Amputee Coalition approval. The Amputee Coalition reserves the right to determine the suitability of all ads submitted for publication or distribution and to reject advertising that does not meet the editorial or production standards of the Amputee Coalition.

Agency Policy

The Amputee Coalition accepts the advertising placed by advertising agencies on behalf of their clients under the rules of agency as defined in the Uniform Commercial Code. As such, all costs and liabilities associated with the placement are the responsibility of the company for which such advertising space was ordered. Failure on the part of an advertising agency to pay for space ordered does not release the client company from obligation to pay for all costs contracted on its behalf.

2017 Advertising Contract

To reserve your advertisement(s), please complete and submit this contract to the Amputee Coalition by the applicable Advertising Close Date(s) listed in the Amputee Coalition Media Kit. If you have questions, please contact Kelly Wood by calling 888.267.5669 ext. 7103, or e-mail at Advertising@amputee-coalition.org. *Note: The Amputee Coalition cannot guarantee an advertisement if this contract is not received and countersigned by the Advertising Close Date(s) outlined in the Amputee Coalition's Media Kit.

Contact Information

Company Name _____

Contact Name _____ Contact Title _____

Company Street Address _____

City _____ State _____ Zip _____

Invoice Delivery Preference: Mail E-mail

Contact Phone Number _____ Fax _____

Contact E-mail Address _____

Invoice Contact Name and Information if Different from Above _____

The Amputee Coalition

Agency Name (if applicable) _____

Kelly Wood

Contact Name _____

9303 Center St Suite 100

Company Street Address _____

Manassas **Virginia** **20181**

City State Zip

703.330.1699 **703.330.1688**

Contact Phone Number Fax

kwood@amputee-coalition.org

Contact E-mail Address _____

Advertisement Information

Advertising Rates Per Issue

Ad Size	1-2 Ad Rate	3-5 Ad Rate	6 Ad Rate
2-Page Spread	\$4,000	\$3,800	\$3,600
Back Cover	\$3,750	\$3,550	\$3,350
Inside Cover (Front or Back)	\$3,500	\$3,350	\$3,200
Full Page	\$2,900	\$2,750	\$2,600
½ Page (Horizontal)	\$2,000	\$1,900	\$1,800
½ Page (Vertical)	\$1,250	\$1,200	\$1,150
¼ Page	\$750	\$700	\$650
¼ Page	\$425	\$400	\$375

Advertisement Size

- 2-Page Spread ½ Page Horizontal
- Back Cover ½ Page Vertical
- Inside Cover (Front or Back) ¼ Page
- Full Page ¼ Page

Which Issues would you like to advertise in?

- January/February Issue July/August Issue
(bonus distribution Amputee Coalition National Conference)
- March/April Issue September/October Issue
- May/June Issue November/December Issue

Are you an Amputee Coalition National Sponsor?

- Platinum (15% discount) Gold (10% discount) Silver (5% discount)

Contract Rates:

Per Issue Ad Rate (from above table minus applicable discount) \$ _____

Ad Frequency (1-6) _____

Total inMotion Advertising for Contract Year \$ _____

Contract Approved by the Amputee Coalition

Signature _____

Title _____ Date _____

Submissions:

Please direct all advertising materials, inquiries, and payments to:

Advertising
Amputee Coalition
900 East Hill Avenue, Suite 390
Knoxville, TN 37915

Contact: Kelly Wood
Phone: 888.267.5669 ext. 7103
Fax: 865.525.7917
E-mail: Advertising@amputee-coalition.org

Each Advertiser will receive a complimentary copy of the issue(s) in which they advertise.

Payment

Invoices will be sent out once the applicable magazine(s) with the advertiser's advertisements are delivered. All payments are due within 30 days of invoicing.

Conditions/Requests

(Note: Coalition will make best attempts to accommodate all conditions/requests. Conditions/requests are on a first-come, first-served basis among advertisers)

Agreement

Confirmation of advertising space will only be made after receipt of a signed contract and approval by the Amputee Coalition. The Advertiser expressly agrees to be bound by the terms and conditions and specifications set in the Amputee Coalition Media Kit along with any forthcoming guidelines and communications, and expressly agrees that this contract and such rules and regulations therein contain the entire agreement between parties hereto and supersede any prior agreement written or oral. This contract for advertising in the Amputee Coalition's inMotion Magazine shall be interpreted under the law of the United States and the State of Tennessee. I have read and agree to all terms and conditions outlined in the Amputee Coalition Media Kit and on page 2 of this document.

Contract Agreed to by Advertiser

Signature _____

Title _____ Date _____