



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

*Sponsored Content*

*Sponsored Press Releases*

*Banners*

*Buttons*

*Skyscrapers*

*NM E-newsletter*

*Digital Edition enhancements*

**New Mobility Online**  
[www.newmobility.com](http://www.newmobility.com)

**Reach. Beyond Print.**

NewMobility.com is now mobile/smart device ready



# 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.

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 to your online Digital Edition ad!



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 above rates are net. Submit video files as: MP4.  
Video files should be no more than 25 mb.

To place your ad call  
**800-404-2898, ext. 7253** or e-mail  
**mlee@unitedspinal.org** for more information!



[www.newmobility.com](http://www.newmobility.com) & [unitedspinal.org/resource-center/askus/](http://unitedspinal.org/resource-center/askus/)



Generate leads, buyers, and traffic from our 54,000+ monthly web visitors by advertising on [www.newmobility.com](http://www.newmobility.com)

Generate leads, buyers, and traffic from our 20,000+ monthly web visitors by advertising on [unitedspinal.org/resource-center/askus/](http://unitedspinal.org/resource-center/askus/)

NewMobility.com has blogs, news, article archives, access to online Digital Edition, resources, and so much more that visitors log on to search and read. Every day.

**To place your ad call  
800-404-2898, ext. 7253  
or e-mail [mlee@unitedspinal.org](mailto:mlee@unitedspinal.org)  
for more information!**

BANNERS, SKYSCRAPERS & BUTTONS

**[www.newmobility.com](http://www.newmobility.com)**

Monthly Page Views: 68,000    Monthly Visitors: 47,613    Monthly Unique Visitors: 45,010

Ad Size	Dimensions	Quarterly	Annually
Banner	468 x 60 pixels	\$720	\$2600
Skyscraper	120 x 600 pixels	\$600	\$2200
Large Button	250 x 250 pixels	\$500	\$1800
Small Button	125 x 125 pixels	\$350	\$1200

**[unitedspinal.org/resource-center/askus/](http://unitedspinal.org/resource-center/askus/)  
(Membership Website)**

Monthly Page Views: 30,000    Monthly Visitors: 3,632    Monthly Unique Visitors: 3,307

Ad Size	Dimensions	Quarterly	Annually
Banner	468 x 60 pixels	\$720	\$2600
Large Button	250 x 250 pixels	\$500	\$1800

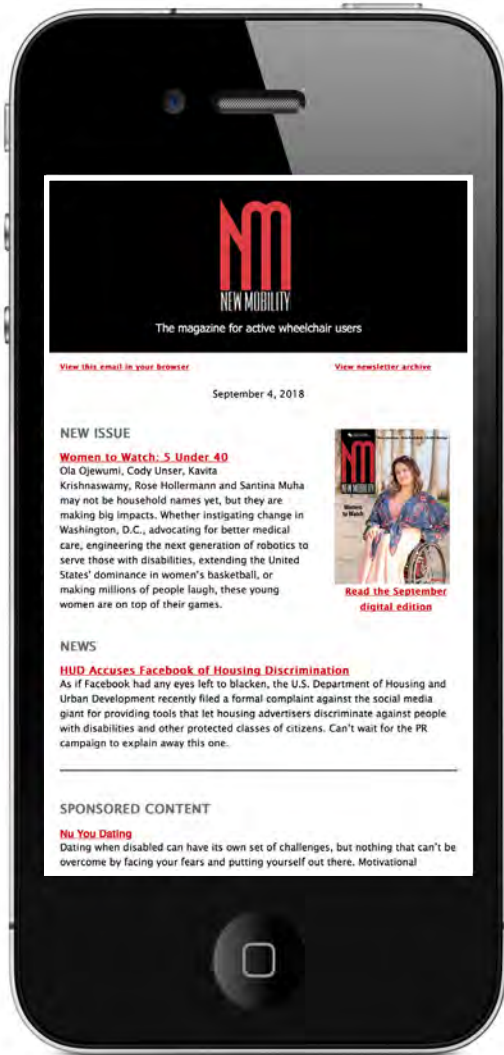
Finished files should be in GIF, JPG or SWF format. *New Mobility* print advertisers receive 20% off banners, skyscrapers and buttons. All ads can be animated. Max size is 500KB

# newsletter advertising & sponsored content

**Exclusive Content**

**Fully Interactive Advertising**

**Direct Line to Prospects**



## NM NEWSLETTER SPONSORSHIP RATES

Ad Size	Per Blast
Lead Banner (600 x 74 pixels).....	\$1290
One available per newsletter (two newsletters per month).	
Button (125 x 125 pixels) .....	\$530
Two available per newsletter (two newsletters per month).	
Button 2x biweekly (125x125 pixels) .....	\$900
Two available per per month.	

**GREAT way to reach our opt-in email database!**

Note: All online advertising is non-refundable.

Every two weeks, we send our newsletter to the most responsive readers in our 37,000-name database.\* Each issue of our newsletter has exclusive editorial content that won't be found in our print magazine or on newmobility.com. Check out these numbers\*\*:

**Newsletter Open Rate – 19.8%**

Advertise in the *New Mobility* newsletter via one or all 24 e-mailings by purchasing a banner, button or sponsored content, and you'll get the quantity *and* quality traffic you're looking for!

### New Mobility E-newsletter Sponsored Content:

- 60 word paragraph, and a link to the full article on New Mobility's bi-monthly e-newsletter which reaches over 37,000 opt-in-email names

*Space is limited*

**The most popular strategy across all industries!**

Rate is \$1,500 per sponsored content

### Sponsored Press Releases on www.newmobility.com

- 1,000 words, link to full article, and images. Press release will be posted for 1 year
- Posted on one of New Mobility's bi-monthly e-newsletters (link to full press release)

Rate is \$2,000 per press release

### Sponsored Press Release on www.newmobility.com + Sponsored Content

- 1,000 words, link to full article, and images. Press release will be posted for 1 year
- Posted on one of New Mobility's bi-monthly e-newsletters (link to full press release)
- 60 word paragraph, and a link to the full article on New Mobility's bi-monthly e-newsletter which reaches over 37,000 opt-in-email names
- Archived on: <http://www.unitedspinal.org/newsletters/>

*Space is limited*

Rate is \$3,000



**To place your ad call 800-404-2898, ext. 7253 or e-mail [mlee@unitedspinal.org](mailto:mlee@unitedspinal.org) for more information!**

\*\* iContact analytics report, September 2016 \* Actual sends range from 17,000 to 37,000, with fresh names always being added