



www.NewMobility.com

Sponsored Content

Sponsored Press Releases

Banners

Buttons

Skyscrapers

NM E-newsletter

Digital Edition enhancements

New Mobility Online
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 & unitedspinal.org/resource-center/askus/



Generate leads, buyers, and traffic from our 54,000+ monthly web visitors by advertising on www.newmobility.com

Generate leads, buyers, and traffic from our 20,000+ monthly web visitors by advertising on 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
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or e-mail mlee@unitedspinal.org
for more information!**

BANNERS, SKYSCRAPERS & BUTTONS

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/
(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

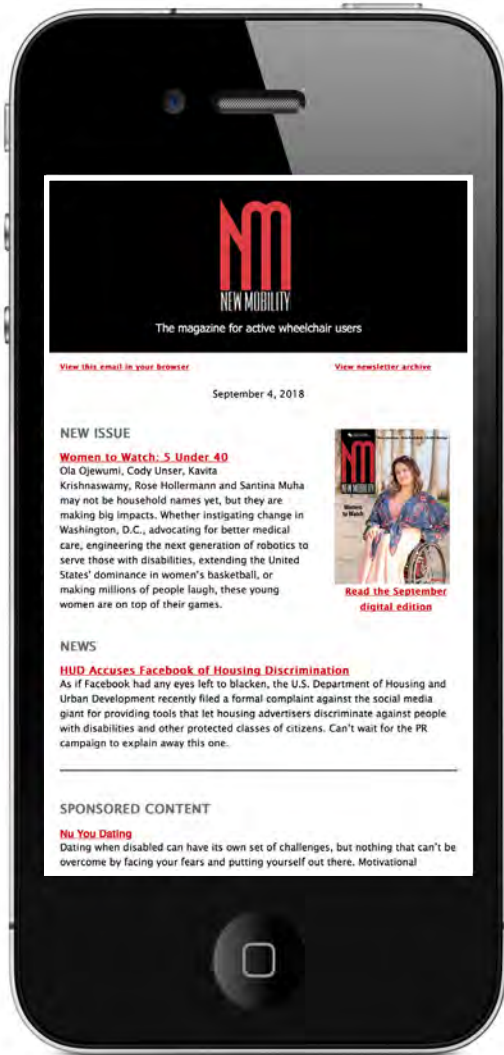
Finished files should be in GIF, JPG or SWF format. *New Mobility* print advertisers receive 20% off banners, skyscrapers and buttons. All ads can be animated. Max size is 500KB

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
- Archived on: <http://www.unitedspinal.org/newsletters/>

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



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