NewMobility.com
Sponsored Content
Sponsored Press Releases
Banners
Buttons
Skyscrapers
NM E-newsletter
Digital Edition Enhancements
Embedded Sponsored Content
Each month *New Mobility* subscribers access the entire issue online via our Digital Edition. This is an enhanced, fully-clickable version of the print 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!**

<table>
<thead>
<tr>
<th>Type of video embedded</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Video loads automatically when page is viewed</td>
<td>$225</td>
<td>$220</td>
<td>$210</td>
<td>$200</td>
</tr>
<tr>
<td>Link to video placed in ad, and video loads when link is clicked</td>
<td>$150</td>
<td>$145</td>
<td>$135</td>
<td>$125</td>
</tr>
</tbody>
</table>

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

To advertise call 800-404-2898, ext. 7253
or email mlee@unitedspinal.org
Generate leads, buyers, and traffic from our 54,000+ monthly web visitors by advertising on NewMobility.com

Generate leads, buyers, and traffic from our 20,000+ monthly web visitors by advertising United Spinal’s Resource Center

**NewMobility.com web analytics report**

BANNERS, SKYSCRAPERS & BUTTONS

NewMobility.com has all our cover and feature articles, web-only content, access to online Digital Edition, resources, and so much more that visitors log on to search and read. Every day.

**www.NewMobility.com**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
<th>Quarterly</th>
<th>Annually</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner</td>
<td>468 x 60 pixels</td>
<td>$720</td>
<td>$2,600</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 pixels</td>
<td>$600</td>
<td>$2,200</td>
</tr>
<tr>
<td>Large Button</td>
<td>250 x 250 pixels</td>
<td>$500</td>
<td>$1,800</td>
</tr>
<tr>
<td>Small Button</td>
<td>125 x 125 pixels</td>
<td>$350</td>
<td>$1,200</td>
</tr>
</tbody>
</table>

**unitedspinal.org/resource-center/ask-us/ (Membership Website)**

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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

To advertise call 800-404-2898, ext. 7253 or email mlee@unitedspinal.org

**NewMobility.com web analytics report**
NEWSLETTER ADVERTISING & SPONSORED CONTENT

Exclusive Content

Fully Interactive Advertising

Direct Line to Prospects

NM NEWSLETTER SPONSORSHIP RATES

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 – 19.3%
- Newsletter Clickthrough Rate – 4.7%

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

- Sixty-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

- One thousand words, link to full article, and images. Press release will be posted for one year
- Posted in one of New Mobility’s bi-monthly e-newsletters (link to full press release)

  Rate is $1,000 per press release

To advertise call 800-404-2898, ext. 7253
or email mlee@unitedspinal.org

** iContact analytics report, September 2016 * Actual sends range from 17,000 to 37,000, with fresh names always being added
Embedded sponsored content is advertiser-generated content placed within articles on newmobility.com. It can be text, images or video, or a combination of these elements. It links to a full article, blog or video hosted on the advertiser’s site or social media channel.

Embedded sponsored content is separated from NM-generated content by rules and a “Sponsored Content” label. The specific look between the rules depends on your images, video and copy of up to 50 words. See an example here.

A SINGLE PURCHASE PUTS YOUR SPONSORED CONTENT IN THREE ARTICLES FOR ONE MONTH. THERE ARE TWO OPTIONS:

1. **WE CHOOSE WHERE TO EMBED YOUR CONTENT**

   **$300 for 1 month**
   (maximum of three advertisers)

   We choose where to place sponsored content based on our data about the most engaging topics. We will select three posts from the current month that we expect to be popular with readers and that we plan to share on social media. This option will net you the most views in the shortest time frame.

2. **YOU CHOOSE WHERE TO EMBED YOUR CONTENT**

   **$125 for 1 month**
   (maximum of one advertiser per general subject)

   You choose the general subject matter where you would like to see your sponsored content (e.g., “urinary health since 2017”). In this example, we would place your sponsored content within our three most-viewed urinary health articles since 2017. This choice makes sense if you are looking for long-term presence in posts closely related to your product. We suggest purchasing six months to a year of space for this strategy.

To advertise call 800-404-2898, ext. 7253 or email mlee@unitedspinal.org

**EMBEDDED SPONSORED CONTENT**

*Actual sends range from 17,000 to 37,000, with fresh names always being added.*