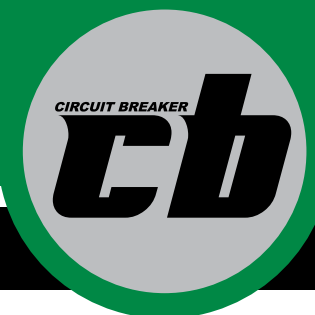


CIRCUIT BREAKER



PUBLICATION INFORMATION & RATES

ADVERTISING

The NMEDA *Circuit Breaker* is a resource for members of the National Mobility Equipment Dealers Association to keep them better informed about the following:

- First-hand reports on vehicle standards and regulations with regard to industry best practices.
- Technical, professional, or manufacturer related news and information that can be put to use in their business.
- Industry-specific news and events.
- Association-related news and reviews.
- A complete listing of the entire NMEDA membership.
- *All this and more!*

CIRCULATION

The publication is released quarterly in the Winter/January, Spring/April, Summer/July and Fall/October. Approximately 650 businesses receive each issue. Readership includes professionals in the mobility industry across the United States and Canada, including:

- Mobility equipment installers/dealers, technicians and manufacturers;
- Original equipment manufacturer (OEM) representatives (i.e., Ford, Toyota, GM, etc.);
- Occupational/physical therapists and/or rehabilitation specialists and driver trainers;
- Researchers, engineers, consultants, or providers of other services for the elderly or for people with disabilities;
- Various government programs or agencies.

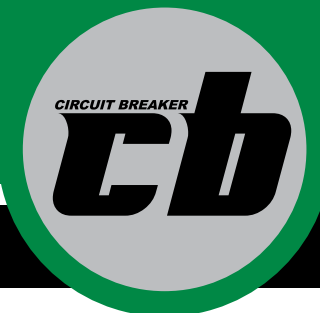
ADVERTISING RATES

	4 Issues (Member)	4 Issues (Non-Member)
Ad Size	Annual Rate***	Annual Rate***
Back Cover	\$4,365	\$5,894
Center Spread (1pg)	\$3,930	\$5,457
Inside Cover	\$3,493	\$4,828
Full Page	\$3,057	\$4,147
Half Page	\$1,322	\$1,815
1/4 Page	\$718	\$994

*****NOTE: The rates above cover annual insertion (4 issues of the *Circuit Breaker*). The annual fee is billed in quarterly installments, unless you request otherwise.**

All prices quoted are for camera-ready advertising. Advertising requiring typesetting is priced at published rates, plus an additional \$15 typesetting fee. Placement of inserts (i.e., folded brochures or flyers) are accepted, but are taken by request only (see next page for more info). Contact trevor.jennings@nmeda.org to request a quote.

CIRCUIT BREAKER



ADVERTISING SPECIFICATIONS

MECHANICAL SPECS

AD SIZE	WIDTH	HEIGHT
Back or Inside Cover	8.50"	11"
Center Spread (1pg)	8.50"	11"
Full Page	8.50"	11"
Half Page	7.50"	4.5"
1/4 Page	3.75"	4.5"

Publication trim size is 8.5" x 11". An additional 1/4" is recommended for bleed on full page ads. Saddle stitch binding is used.

Inserts: By request only.

Rates will be calculated at the Full Page rate for each page (or panel) of advertising (8.25" x 10.75" max when folded) plus the cost of printing (if needed) and insertion of materials. Single page sell sheets or other unfolded flyers will not be accepted.

Contact trevor.jennings@nmeda.org to request a quote.

DEADLINES

ISSUE	DEADLINE	MAILS*
Jan-Mar	December 1	January
Apr-Jun	March 1	April
Jul-Sep	June 1	July
Oct-Dec	September 1	October

* Mailing guaranteed during the month indicated.

NMEDA reserves the right to run previous ad materials if a new ad is not received by the posted deadline.

AD REQUIREMENTS

Files are accepted digitally via file share (for files over 10MB, contact for details) or through email (for files under 10MB). Email submissions should be sent to info@nmeda.org.

Please use the following guidelines when submitting advertising files:

File Types Accepted: Adobe Acrobat (PDF), Illustrator, InDesign, or Photoshop.

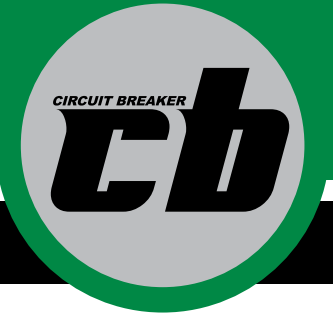
Resolution: Preferred resolution is 300 dpi.

Color: All color ads must be created and submitted using CMYK mode. All black and white ads must be created in grayscale mode.

Embedded Graphics/Text: Images and fonts must either be embedded in the file or sent with the submission. When possible, please convert text to outlines prior to submitting.

Questions or requests for assistance may be sent by email to trevor.jennings@nmeda.org or by calling 813.264.4697.

CIRCUIT BREAKER



ADVERTISING INSERTION ORDER FORM

ADVERTISER INFORMATION

BILL ME

Company: _____ Phone: (_____) _____

Email: _____ Address: _____

City: _____ State/Prov/Country: _____ Zip/Postal Code: _____

ADVERTISING AGENCY INFORMATION (OPTIONAL)

BILL ME

Agency Name: _____ Phone: (_____) _____

Email: _____ Address: _____

City: _____ State/Prov/Country: _____ Zip/Postal Code: _____

We authorize advertising insertion(s) in the NMEDA *Circuit Breaker* in the following issue(s):

January–March Issue

July–September Issue

April–June Issue

October–December Issue

Our advertisement(s) will be:

Back Cover

Half Page

Center Spread

1/4 Page

Inside Cover

Full Page

BILLING INSTRUCTIONS

Today's Date: _____

Authorized By: Advertiser Ad Agency

Billed Annually Billed Quarterly

Payment Method: Check Credit Card

Total Amount: _____

Card #: _____ **V-Code:** _____ **Exp. Date:** _____

Company and/or Name on Card: _____

Billing Address: _____

REMIT TO:

EMAIL: trevor.jennings@nmeda.org • **FAX:** 813.962.8970
NMEDA • 3327 West Bearss Avenue • Tampa, Florida 33618