



2026 ADVERTISING GUIDE



MEDIA KIT & ADVERTISING OPPORTUNITIES

415+

MEMBER COMPANIES ACROSS
THE US & CANADA



50+

ANNUAL PUBLICATIONS



35+

YEARS



ABOUT NMEDA

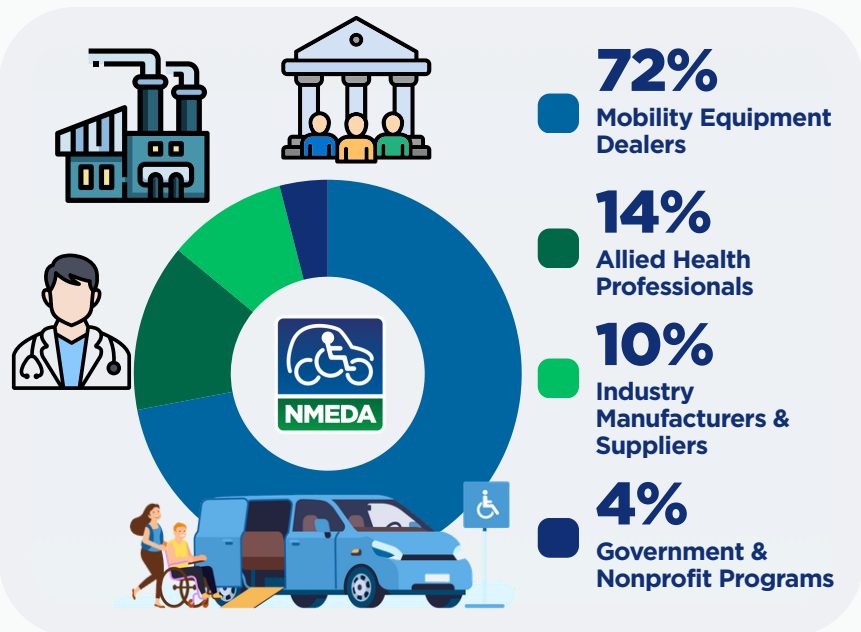
NMEDA is the leading trade association for the mobility industry, representing dealers, manufacturers, clinicians, and advocates across the United States and Canada. We serve members across adaptive driving, commercial mobility, and home access solutions, setting the standard for safety and excellence through our nationally recognized Quality Assurance Program (QAP) accreditation.

Partnering with NMEDA means putting your brand at the center of an industry that changes lives, in front of the most engaged professionals in mobility, across every channel they rely on, year-round.

MEMBERSHIP COMPOSITION

NMEDA's 415+ member companies span the full mobility industry ecosystem. Your brand reaches decision makers at every step of the mobility journey, from clinical recommendation to equipment installation.

MEMBERSHIP BREAKDOWN



MISSION

We move the mobility industry forward and drive change for our communities.

VISION

Mobility solutions, at home and on-the-go.



MOBILITY EQUIPMENT DEALERS

QAP-accredited businesses that modify, install, sell, and service adaptive vehicles and equipment. From independent dealer locations to multi-location operations, they are the point of sale.

ALLIED HEALTH PROFESSIONALS

OTs, PTs, DRs, and CDRs who evaluate patients and refer clients directly to accredited dealers. Their recommendation often determines which dealer and products a consumer chooses.

MANUFACTURERS & SUPPLIERS

Conversion manufacturers, adaptive equipment manufacturers, and component suppliers whose products are prescribed by clinicians and installed by dealers daily. A buying and specifying audience with significant procurement authority.

GOVERNMENT & NONPROFIT

State VR agencies, veteran service organizations, and nonprofit advocates. Small in size, significant in influence — shaping policy and connecting thousands of consumers to NMEDA members.

CONSUMER AUDIENCE

NMEDA connects your brand with highly engaged mobility consumers and the professionals who guide their decisions.

- People with Disabilities & Their Families**

actively searching for trusted dealers and adaptive equipment.
- Caregivers & Older Adults**

rely on mobility professionals to make confident purchasing decisions.
- Veterans & Military Families**

a significant and highly engaged segment accessing adaptive vehicle solutions through VA benefits and other programs.
- OTs, PTs & Driver Rehab Specialists**

clinical professionals who refer patients directly to QAP-accredited dealers.
- Vocational Rehab Counselors**

fund vehicle modifications and recommend trusted providers.
- Insurance & Funding Professionals**

verify accreditation and guide coverage and reimbursement.



INDUSTRY REACH

NMEDA brings together every layer of the mobility industry in one network. Your brand reaches buyers, influencers, and advocates, all in one place.

WHY NMEDA DELIVERS

OUR AUDIENCE IS NOT PASSIVE. THEY ARE DECISION MAKERS.



They specify products, recommend providers, and influence purchasing every day. Advertising with NMEDA places your brand in the environments they trust most.



34%
MEMBER
NEWSLETTER
OPEN RATE

8K+
MONTHLY
UNIQUE
VISITORS

171K+
FACEBOOK
FOLLOWERS

1 PARTNERSHIP TIERS

Put your brand in front of the mobility industry all year long.

NMEDA's Industry Partner Program delivers consistent visibility across web, print, events, email, and social media with tiered options to match your goals and budget.

	\$15,000 Premier Mobility Partner	\$10,000 Advanced Mobility Partner	\$5,000 Mobility Partner
Industry Partner Recognition Web and Print Acknowledgement	✓	✓	✓
Member Spotlight Web, Print, Email, Social	✓	✓	✓
NMEDA News Magazine Ad Four issue run	Full Page	Full Page	Half Page
Email Newsletter Advertising Upper Leaderboard placement	6 Months Member & Consumer	3 Months Member & Consumer	3 Months Member Only
Website Banner Ad Dealer Locator page	6 Months	3 Months	3 Months
Dedicated Consumer E-Blast Standalone promotional email	x2	x1	
Social Media Post Facebook, Instagram, & LinkedIn	✓		

Additional à la carte opportunities available. See section details for rates.

WHAT MAKES A GREAT PARTNERSHIP?

Consistent visibility builds trust.

Industry Partners appear across NMEDA channels year round, keeping your brand top of mind when members research, specify, and purchase.



CUSTOM PACKAGES AVAILABLE

Need something more tailored?

NMEDA can build a custom package around your goals, audience, and budget.
Contact: gary.baker@nmeda.org



2 PRINT ADVERTISING: NMEDA NEWS MAGAZINE

NMEDA News is the association's official quarterly magazine, delivered in print to approximately 600 industry professionals and distributed digitally to 3,000+ members each quarter. Your ad reaches decision-makers, buyers, and influencers in a trusted, high-attention environment every single quarter.



WHO READS NMEDA NEWS

- Mobility equipment dealers, installers, technicians, and manufacturers
- OEM representatives
- Occupational therapists, physical therapists, and driver rehabilitation specialists
- Researchers and consultants serving people with disabilities
- Government programs and agencies

PUBLICATION SCHEDULE

ISSUE	AD SUBMISSION DEADLINE
March	February 1
June	May 1
September	August 1
November	October 1

AD SIZES & PLACEMENT

PLACEMENT	AD SIZE	MEMBER	NON-MEMBER
Back Cover (Full Page)	8.5 x 11"	\$5,000	\$6,750
Inside Cover (Full Page)	8.5 x 11"	\$4,000	\$5,400
Center Spread (One Page)	8.5 x 11"	\$4,550	\$6,150
Full Page	8.5 x 11"	\$3,550	\$4,800
Half Page	7.5 x 5"	\$1,550	\$2,100
Insert		\$5500	\$7450

*Rates reflect full annual program (4 issues). Single-issue rates available upon request.

SPONSORED CONTENT

Go beyond the ad. Put your expertise front and center and give your brand a voice in the pages of NMEDA News.

\$2,000 per placement

SINGLE SPONSORED ARTICLES

Your topic. Your expertise.

EXECUTIVE BYLINERS

Give your leadership a platform to share their vision.

Q&As

A polished interview that puts your thought leadership on display.

INFOGRAPHICS

Data, trends, or processes in a visually compelling, shareable format.

All sponsored content is clearly labeled as such. Placement subject to editorial calendar availability.

EXCLUSIVE ISSUE SPONSORSHIP

\$2,500



Own a full issue. Prominent brand recognition across the full digital edition. One sponsor per issue. Availability is limited.



3 EMAIL ADVERTISING

NMEDA reaches thousands of industry professionals and consumers through two dedicated e-newsletters each month. Advertising in NMEDA's email program puts your brand in front of a highly engaged, specifically targeted audience on a consistent, recurring basis.

NMEDA NOW - MEMBER NEWSLETTER

NMEDA NOW

Every Wednesday

9:00 a.m. ET - Member Newsletter

3K+

SUBSCRIBERS

34%

OPEN RATE

CONSUMER NEWSLETTER

CONSUMER NEWSLETTER

Every Other Tuesday

11:00 a.m. ET - Consumer & Public Audience

5.5K+

SUBSCRIBERS

29%

OPEN RATE

AD POSITION	12 Months	6 Months
Upper Leaderboard	\$6,900	\$4,050
	Non-Member \$9,300	Non-Member \$5,450
Box Ad	\$5,750	\$3,200
	Non-Member \$7,750	Non-Member \$4,350
Lower Leaderboard	\$4,600	\$2,600
	Non-Member \$6,200	Non-Member \$3,350

Quarterly pricing available upon request. Contact gary.baker@nmeda.org for details.



DEDICATED CONSUMER E-BLAST

\$2,000 PER BLAST

Your message, front and center. A dedicated e-blast is ideal for product launches, promotions, and brand awareness campaigns. Included with Premier and Advanced partner tiers.

4 WEBSITE ADVERTISING

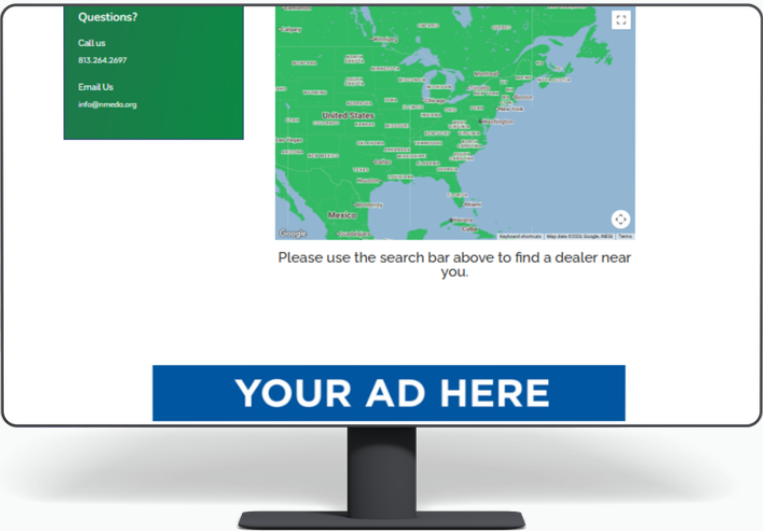
NMEDA's website is the go-to destination for consumers and industry professionals searching for mobility equipment solutions. The Dealer Locator is the most visited section of the site, accounting for more than 20% of all traffic.



2m 10s
 AVERAGE TIME ON SITE



900
 DEALER LOCATOR
 ACTIVE MONTHLY USERS



MONTHLY HOMEPAGE VIEWS

27,000+
 PAGE VIEWS EVERY MONTH



UNIQUE SITE VISITORS

8,000+
 UNIQUE VISITORS MONTHLY



DEALER LOCATOR PAGE VIEWS

5,500+
 MONTHLY PAGE VIEWS



DEALER LOCATOR - AVERAGE ENGAGEMENT

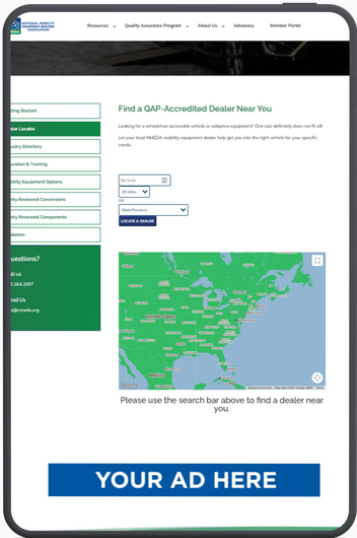
3:03 min
 AVERAGE TIME PER SESSION



Visitors to the NMEDA Dealer Locator aren't just browsing. They're actively searching for a dealer, making it the highest-intent, highest-engagement page on the site.

WEBSITE BANNER AD RATES

RUN LENGTH	MEMBER RATE	NON-MEMBER RATE
12 Months	\$5,700	\$7,700
6 Months	\$3,600	\$4,850
3 Months	\$2,400	\$3,250





5 SOCIAL MEDIA ADVERTISING

NMEDA's social platforms reach a combined audience of industry professionals and consumers actively engaged in the mobility space. Sponsored posts put your brand front and center with a direct link to your website.

COMBINED SOCIAL REACH

300,000+

FOLLOWERS & IMPRESSIONS ACROSS ALL PLATFORMS



3

PLATFORMS

\$1,100

BUNDLE RATE

\$200

BUNDLE SAVINGS

FACEBOOK



171,000+
FOLLOWERS

298K+
ANNUAL VIEWS

Our highest-volume channel. Where purchasing decisions happen, dealer recommendations are shared, and our 171,000+ community stays connected.

INSTAGRAM



10,600+
ANNUAL REACH

35X
REACH MULTIPLIER

One of our fastest-growing channels. A visually engaged audience of adaptive athletes, advocates, and allies passionate about this space.

LINKEDIN



124,000+
ANNUAL IMPRESSIONS

10K+
MONTHLY AVG.

Our most targeted B2B channel, reaching dealers, manufacturers, clinicians, and advocates. The best place to build professional credibility in the mobility industry.

SOCIAL MEDIA AD RATES

PLATFORM	RATE	NOTES
Cross-Platform Bundle All 3	\$1,100	Saves \$200
Facebook Single Post	\$750	Highest volume
Instagram Single Post	\$250	35x reach
LinkedIn Single Post	\$300	Targeted B2B

ADD-ON FEATURE

\$500



30-SECOND INDUSTRY PARTNER VIDEO

Your video featured on the NMEDA website and shared across all social platforms. Featured placement, maximum reach.





6 AD SPECIFICATIONS FOR NMEDA NEWS MAGAZINE

 Submit all artwork to: ariel.ifill@nmeda.org

AD SPECIFICATIONS

Accepted Formats	PDF, EPS, TIF
Min. Resolution	300 DPI
Color Mode	CMYK
Fonts	Embedded or Outlined

CANCELLATION POLICY

All print advertising not cancelled
30 days prior to the publication mail
date is 100% liable for ad space.

AD DEADLINES

ISSUE	AD SUBMISSION DEADLINE
March	February 1
June	May 1
September	August 1
November	October 1

SUBMISSION GUIDELINES

- ✓ Submit all materials to ariel.ifill@nmeda.org
- ✓ Include destination URL with all digital ad submissions
- ✓ CMYK color mode for all print materials

AD SIZES

FULL PAGE
8.5" X 11"

Trim: 8.125" x 10.875"
Bleed: 8.375" x 11.125"
Live Area: 7.125" x 9.875"
Note: Extend 1/8" beyond trim on all sides.

HALF PAGE
7.5" X 5"

Live Area: 7.125" x 4.875"
Note: No bleed on half page ads.

7 AD SPECIFICATIONS FOR WEBSITE BANNER ADS



Submit all artwork to: ariel.ifill@nmeda.org

AD SPECIFICATIONS

Ad Type:	Leaderboard
Dimensions	728 x 90px
Max File Size	1,000KB
Resolution	72 DPI
Color Mode	RGB
Accepted Formats	JPG, PNG, GIF
Animated GIF Loop	10 seconds max
Third-Party Tags	Google Ads Accepted
Destination URL	Required at Submission

CANCELLATION POLICY

All digital advertising commitments are binding upon contract execution. Cancellations must be submitted at least 30 days prior to the scheduled run date.

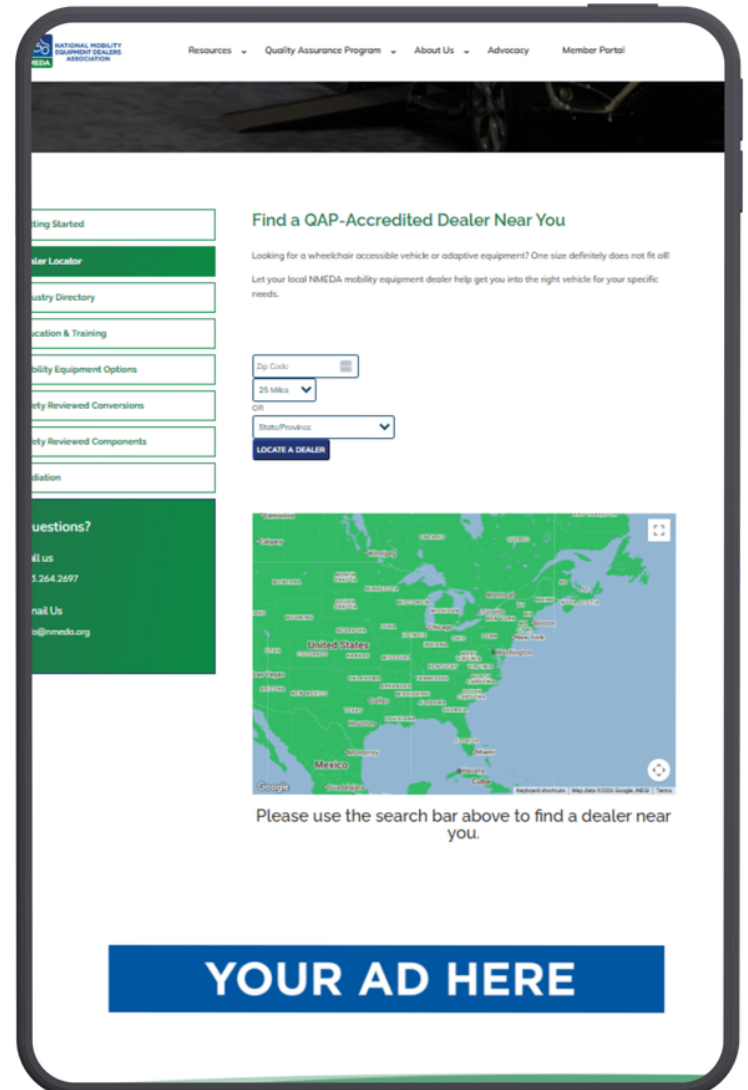
SUBMISSION GUIDELINES

- ✓ Submit all materials to ariel.ifill@nmeda.org
- ✓ Include destination URL with all digital ad submissions
- ✓ RGB color mode required for all digital & web materials
- ✓ Google Ads tags accepted - include tag at time of submission

728 x 90px

LEADERBOARD BANNER AD

Placed on the **NMEDA Dealer Locator** the site's highest-traffic page





8 AD SPECIFICATIONS FOR EMAIL NEWSLETTERS



Submit all artwork to: ariel.ifill@nmeda.org

NMEDA NOW

Every Wednesday

9:00 a.m. ET - Member Newsletter



CONSUMER NEWSLETTER

Every Other Tuesday

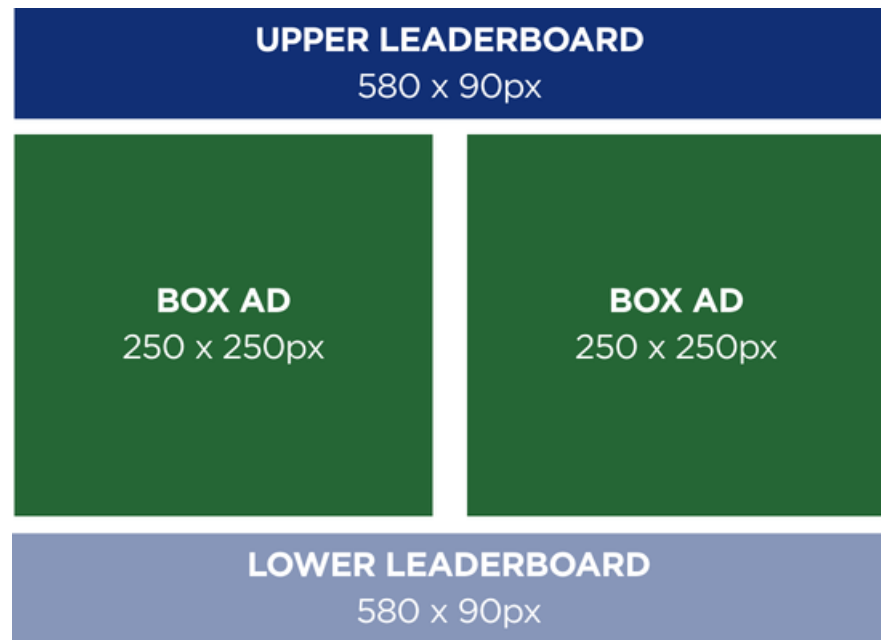
11:00 a.m. ET - Consumer & Public Audience



AD SPECIFICATIONS

Upper Leaderboard	580 x 70px
Box Ad	250 x 250px
Lower Leaderboard	580 x 70px
Accepted Formats	JPG, PNG
Max File Size	1,000KB
Color Mode	RGB
Resolution	72 DPI
Destination URL	Required at Submission

AD PLACEMENT DIAGRAM



SUBMISSION GUIDELINES

- ✓ Submit all materials to ariel.ifill@nmeda.org
- ✓ Include destination URL with all ad submissions
- ✓ RGB color mode required for email ad materials
- ✓ Submit materials at least 5 business days before send date



ADVERTISING ORDER FORM

Complete and return to secure your placement. Rates effective 2026.

ADVERTISER INFORMATION

COMPANY NAME

CONTACT NAME

TITLE

CONTACT EMAIL

CONTACT PHONE

STREET ADDRESS

CITY

STATE / PROVINCE

ZIP / POSTAL CODE

PARTNERSHIP TIERS

Select one tier for year-round visibility across all NMEDA channels, or choose à la carte below.

☐ Premier Mobility Partner

\$15,000

☐ Advanced Mobility Partner

\$10,000

☐ Mobility Partner

\$5,000

☐ À La Carte Only

Select individual options below

PRINT ADVERTISING — NMEDA News Magazine

PLACEMENT	MEMBER	NON-MEMBER
☐ Insert	\$5,500	\$7,450
☐ Back Cover (Full Page)	\$5,000	\$6,750
☐ Inside Cover (Full Page)	\$4,000	\$5,400
☐ Center Spread (Full Page)	\$4,550	\$6,150
☐ Full Page	\$3,550	\$4,800
☐ Half Page	\$1,550	\$2,100

☐ Sponsored Content **\$2,000** / placement

☐ Exclusive Issue Sponsorship **\$2,500** / issue

EMAIL NEWSLETTER

NMEDA Now (weekly, Wed 9 a.m. ET) · Consumer Newsletter (bi-weekly, Tue 11 a.m. ET).

AD POSITION	12 MONTHS	6 MONTHS
Upper Leaderboard	☐ \$6,900 NM \$9,300	☐ \$4,050 NM \$5,450
Box Ad	☐ \$5,750 NM \$7,750	☐ \$3,200 NM \$4,350
Lower Leaderboard	☐ \$4,600 NM \$6,200	☐ \$2,600 NM \$3,350

Quarterly pricing available upon request. Contact gary.baker@nmeda.org for details.

☐ **Dedicated Consumer E-Blast** **\$2,000**

NEWSLETTER PREFERENCE

☐ Member ☐ Consumer ☐ Both

PAYMENT INFORMATION

PAYMENT METHOD — select one. Details confirmed on order receipt.

☐ **Check**
Payable to NMEDA

☐ **ACH / Bank Transfer**
Details on confirmation

☐ **Credit Card**
3% fee on card payments over \$1,000

Bill me quarterly? ☐ Yes, split into quarterly installments ☐ No, bill in full

ORDER TOTAL

\$

INVOICE BILLING NAME (if different)

BILLING EMAIL FOR INVOICE

NOTES — additional instructions or order requirements

AUTHORIZATION

AUTHORIZED SIGNATURE

DATE

By signing, I confirm that the information above is accurate and authorize NMEDA to process this advertising order.

Submit your completed form to gary.baker@nmeda.org

WEBSITE BANNER

728 × 90px leaderboard on the Dealer Locator — the most visited page of nmeda.org.

RUN LENGTH	MEMBER	NON-MBR
☐ 12 Months	\$5,700	\$7,700
☐ 6 Months	\$3,600	\$4,850
☐ 3 Months	\$2,400	\$3,250

SOCIAL MEDIA

Flat rate — member & non-member.

☐ Cross-Platform Bundle (All 3)	\$1,100
☐ Facebook Single Post	\$750
☐ Instagram Single Post	\$250
☐ LinkedIn Single Post	\$300
☐ 30-Second Partner Video	\$500



GET STARTED TODAY

READY TO PARTNER WITH NMEDA?



Your audience is here.

Reach out to learn more about partnership opportunities
or discuss a custom package built around your goals.

LET'S BUILD SOMETHING GREAT

YOUR POINT OF CONTACT

GARY BAKER

SENIOR DIRECTOR OF INDUSTRY RELATIONS



gary.baker@nmeda.org



(860) 999-1770



**NATIONAL MOBILITY
EQUIPMENT DEALERS
ASSOCIATION**