

Disability Product Postcards & Disabled Household List Rental

We have developed the largest and most accurate database of disabled individuals who rely on wheelchairs for their mobility. These individuals are looking for medical equipment and services— i.e. wheelchairs, lifts and ramps, bathroom and rehabilitation equipment, legal services, etc.—that enable more independent, comfortable living. Demographic selects are available. This 500,000+ database is regularly cleaned and updated using NCOA and other sophisticated methods. You can rent the list and mail your own direct mail piece or participate in our Disability Product Postcard mailing.

ADVERTISING RATES

Rates are Net

Reach 100,000 customers with disabilities

Per Mailing

Standard Card	\$4500
First Card	\$5175
Last Card (plus outside of pack)	\$6000

Each Disability Product Postcard mailing reaches 100,000 responsive consumers with disabilities 1x a year. Space will be limited to 20 cards in each pack so don't wait to be included. Just send us your creative, we'll print, package and mail. Consumers fill out your card and send directly back to you.



2017 CLOSING & MAILING DATES

	Closing Date	Art Due	Mail Date
Fall 2017	Jul. 8	Jul. 15	Aug. 19

Call 718-803-3782, ext. 7253 or email mllee@unitedspinal.org for more info!

DPP Ad Specifications

Live Area: 5.125 x 3.125

Trim Size*: 5.5 x 3.5

*please surround live area with a 3/16" (.1875) white border so final trim size equals 5.5 x 3.5

File Submission Instructions:

A high resolution PDF is preferred for all electronic ad submissions. Please supply files via email to your sales representative or to: dfike@unitedspinal.org

If a SWOP-certified proof is not supplied, the Publisher cannot guarantee correct color reproduction.

Publisher reserves the right to use previous ad material if new materials are not received by deadline.

Digital Files are acceptable under the following guidelines.

Software: Adobe PDF, Illustrator, InDesign, Photoshop.

Resolution: Minimum required image resolution is 300 dpi.

Color: All color files must be created and submitted to Publisher in CMYK color mode on the FRONT. **Mailing side should be BLACK INK ONLY.** Pantone colors will not be accepted.

Graphics: Include all placed graphics with your file submission.

Fonts: On all files it is recommended to convert text to outline before submitting. Do not send True Type fonts.

Image Size/Crop: Digital art files should contain a 3/16" WHITE BORDER around live area. Bleeds will not be accepted. Do not include crop marks.

List Rental

DISABLED HOUSEHOLD LIST RENTAL

500,000 + recipients and subscribers of our Disability Product Postcards and *New Mobility* magazine.

1x Usage (base)*\$140/M

1x Advertiser Usage (base)*\$115/M

Customize your Selection

Choose Disability, Age, Gender, State, SCF, or Zip Code.

Per Select.....\$10/M

* \$75 Flat Email Delivery Fee. Minimum order \$350. Pre-payment is required to process order.

This is your chance to send your direct mail offer to the largest, cleanest list of disabled individuals anywhere. These individuals are interested in receiving offers for medical equipment and services that enable more independent, comfortable living. Send them your offer today!