



MAGAZINE 2023 MEDIA KIT

**MOVE UNITED MAGAZINE
PROMOTES HEALTH AND
INDEPENDENCE THROUGH
ADAPTIVE SPORTS.**

ADVERTISING WITH MOVE UNITED MAGAZINE ALLOWS YOU TO REACH A UNIQUE AUDIENCE SEEKING INFORMATION TO ENHANCE THEIR LIFESTYLES THROUGH SPORT, FITNESS & COMPETITION.

- Over 208 member organizations nationwide (in 43 states) serving 110,000-plus members of the disability community.
- 38,000-plus circulation of readers of varying abilities (limb loss, spinal cord injury, muscle weakness, nerve damage, brain injury) who are interested in sports & recreation activities.
- Content directed at 16,000 Warfighters and families.
- This diverse group includes amputees, wheelchair users, wounded warriors (amputees and TBI/PTSD), as well as prosthetists/orthotists, trainers, and others who support the differently-abled.
- Published three times annually with an estimated readership of 140,000 per edition.
- Enhanced digital edition - Custom hyperlinks, website and social media.
- Link emailed to 12,000 targeted readers.
- Increased distribution at regional & national events.

COMPELLING CONTENT

- Sports features
- Training tips
- Inspirational athlete stories
- Warfighter Sports achievements
- Warfighter profiles
- Announcements and coverage of local, regional, and national disabled sporting events
- Event calendars
- Paralympic athletes

For information on advertising options, call Patty Johnson at (800) 969-0200, ext 103, or e-mail patty@rspr.com.



RATES (NET)

4-COLOR	1X RATE	2X RATE	3X RATE
Full Pg.	\$2,730	\$2,660	\$2,600
2 Pg.	5,200	4,890	4,600
Inside Back & Inside Front (L&R) Covers	3,800	3,500	3,200
Back Cover	3,800	3,500	3,300
1/2 Pg.	1,600	1,535	1,560
1/4 Pg.	980	910	820

MARKETPLACE

Up to 100 words, plus a photo

670

MECHANICAL REQUIREMENTS

MATERIALS: High-Res PDFs, jpegs, with all fonts and links embedded.

TRIM SIZE: 8.375" x 10.875"

SIZE

2 Pg. Spread (Bleed)

2 Pg. Spread (Non-Bleed)

Full Pg. (With Bleed)

Full Pg. (Non-Bleed)

1/2 Pg.

1/3 Pg.

1/4 Pg.

DIMENSIONS

16.75" x 10.875"

14.75" x 9.875"

8.625" x 11.125"

7.875" x 10.375"

7.875" x 5"

5" x 5"

3.5" x 5"

TERMS & CONDITIONS

Payment Due Date: All invoices must be paid in U.S. currency within thirty (30) days of invoice. Note: Payment by credit cards are subject to a 3% surcharge. After 30 days, an interest charge of 1-1/2 percent monthly will be added to the account. If payment is not received within sixty (60) days after the due date, the publication reserves the right to refuse future ads.

Publisher Liability: Liability of the publisher for any error, omission, or delay for which the publisher may be held generally responsible shall not exceed the cost of the space paid for and occupied by an individual advertiser.

Contract Cancellation: If an advertiser fails to purchase sufficient ads to obtain a discount, the rate will revert to the amount specified for the actual number of ads run in that calendar year. Special positions require a 120-day/two issue notice of cancellation.

Acceptability of Advertising: MOVE UNITED magazine reserves the right to refuse advertising deemed inappropriate for its publication. The advertiser and/or its representatives are solely responsible for ad content. Advertising in the form of editorial copy must be labeled as advertising to avoid confusion with text.

Call Patty Johnson 800-969-0200 ext. 103 • Fax 414-354-5317 • E-mail patty@rspr.com

EDITORIAL HIGHLIGHTS & DEADLINES

FIND OUT JUST HOW EFFECTIVE TARGETED ADVERTISING CAN BE BY PLACING YOUR PRODUCTS OR SERVICES IN THE NEXT ISSUE OF MOVE UNITED!

SPRING 2023 (APRIL 15 – AUGUST 14)

Feature Sports Article: Wheelchair Tennis
Sports Article: Pickleball
News/Other Features: Move United Competition Series
Warfighter Sports: Move United Golf Program with PING
Warfighter Profile: Shawn Cheshire
Youth Athlete: Lucas Jundt

Space Deadline: February 1
Material Deadline: February 20
Publication Date: April 1

FALL 2023 (AUGUST 15 – DECEMBER 14)

Feature Sports Article: Para Archery
Sports Article: Adaptive Skateboarding
Other Features: Reader Demographic Survey/ Ski Spec promo
Warfighter Sports: Invictus Games Recap
Warfighter Profile: Max Rohn
Youth Athlete: Hannah Dederick

Space Deadline: June 1
Material Deadline: June 20
Publication Date: August 1

WINTER 2023 (DECEMBER 15 – APRIL 14)

Feature Sports Article: Alpine Skiing
Sports Article: Ice Climbing
Other Features: Elite Team Roster,
U of I Survey Results
Warfighter Sports: Winter Warfighter
Sports Calendar
Warfighter Profile: John Heath
Youth Athlete: Abby Duffy (alpine skier)

Space Deadline: October 1
Material Deadline: October 15
Publication Date: December 1

Dates and topics subject to change

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ADVERTISING AGREEMENT

PLEASE RESERVE THE FOLLOWING SPACE IN MOVE UNITED UNDER THE TERMS
AND CONDITIONS DESCRIBED IN THE RATE CARD.

Number of insertions _____ Contract Term _____

Ad Size _____ Format _____

Rate per ad for contract term _____

Color(s) _____ Special position/cover _____

Other instructions _____

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Advertising Agency _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Authorizing Signature _____

Print Name _____

Date _____



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