

NATA



AT EXPO



AT



NATA

NATIONAL ATHLETIC TRAINERS' ASSOCIATION  
HEALTH CARE FOR LIFE & SPORT

2018

ADVERTISING KIT

MARKET  
GAME  
PLAN



AT EXPO



NATA



AT



AT

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# NATA NEWS

NATA News is the premiere magazine for athletic trainers. As a monthly membership magazine received by more than 44,000 ATs across the country, **we are the only monthly magazine dedicated exclusively to the athletic training profession.**

For more information, contact Max Lalwani of The YGS Group at [max.lalwani@theygsgroup.com](mailto:max.lalwani@theygsgroup.com) or 717.430.2209. Download the **advertising contract**.

# 44,000

NATA MEMBERS RECEIVE THE MAGAZINE AS PART OF THEIR MEMBER BENEFITS

Statistics taken from 2012 NATA membership survey.

# 97%

**TAKE NOTE OF THE ADVERTISING**  
in the magazine as a key source  
of product information



# 84%

of members share  
the magazine with  
colleagues, students,  
administrators, etc.



# 88%

**OF NATA MEMBERS**  
READ THE *NATA NEWS* EACH MONTH

# NATA NEWS



AWARD-WINNING COVER

Association Trends  
All-Media Winner for  
"Monthly Trade Association  
Magazine" Category



WON THE  
**2014 APEX  
GRAND AWARD**  
FOR FEATURE  
WRITING



**The award-winning NATA News continues to gain recognition,** within the industry for its informative journalism and exciting design. We want to help you promote your products to the sports medicine professionals who are making buying decisions every day, and the best way to reach that audience is by advertising in the *NATA News*.

# NATA NEWS (CONTINUED)

**OUR UNWIND**

**THEIR UNWIND**

**WE'VE TESTED OUR NEW POROUS ATHLETIC TAPE AGAINST THE COMPETITION. NOW IT'S YOUR TURN.**

For consistent performance roll after roll, nothing beats Cramer 950 Porous Athletic Tape. Try it. It won't let you down.  
[cramersportsmed.com](http://cramersportsmed.com) | 1.800.345.2231

**Cramer**

**PERFORMANCE, PREVENTION OR TREATMENT**

DIFFERENT ATHLETIC SOLUTIONS

DEVELOPING ANKLE BRACES FOR ATHLETES OVER 30 YEARS

BECAUSE NOBODY WANTS TO BE HURT.

**SWEDE-O Solutions**

**CONTENTS**

**DEPARTMENTS**

- YOUR VOICE
- PRESIDENT'S COLUMN
- REGISTRATION
- THE NEWS
- THE LIFE
- THE FUTURE
- Clinical Written Life
- THE ORIGINAL PARTS
- FORWARDING WINNERS' CIRCLE
- THE T-TEX
- IN MEMORIAM
- THE SCENE

**The Ingredients Of A Strong Performance**

- You had him ready: Orthopedic Assessment Tests
- Therapeutic Massages
- You fueled him with Gatorade®: Carbs for Fuel
- Fluids & Electrolytes for Hydration

**YOUR DEDICATION TO THEIR SAFETY. OUR SCIENCE. THEIR SUCCESS.**

Backed by SSGI, Gatorade® Thirst Quencher is specifically formulated to keep you hydrated. Every sip delivers fluids and electrolytes to help replace what athletes sweat and carbs to keep their muscles fueled, so their game never stops.

**The Amazing Race**

Be among the first to see the new season of The Amazing Race.

**2015 POWERADE**

High 200mg, ammonia free, zero fat

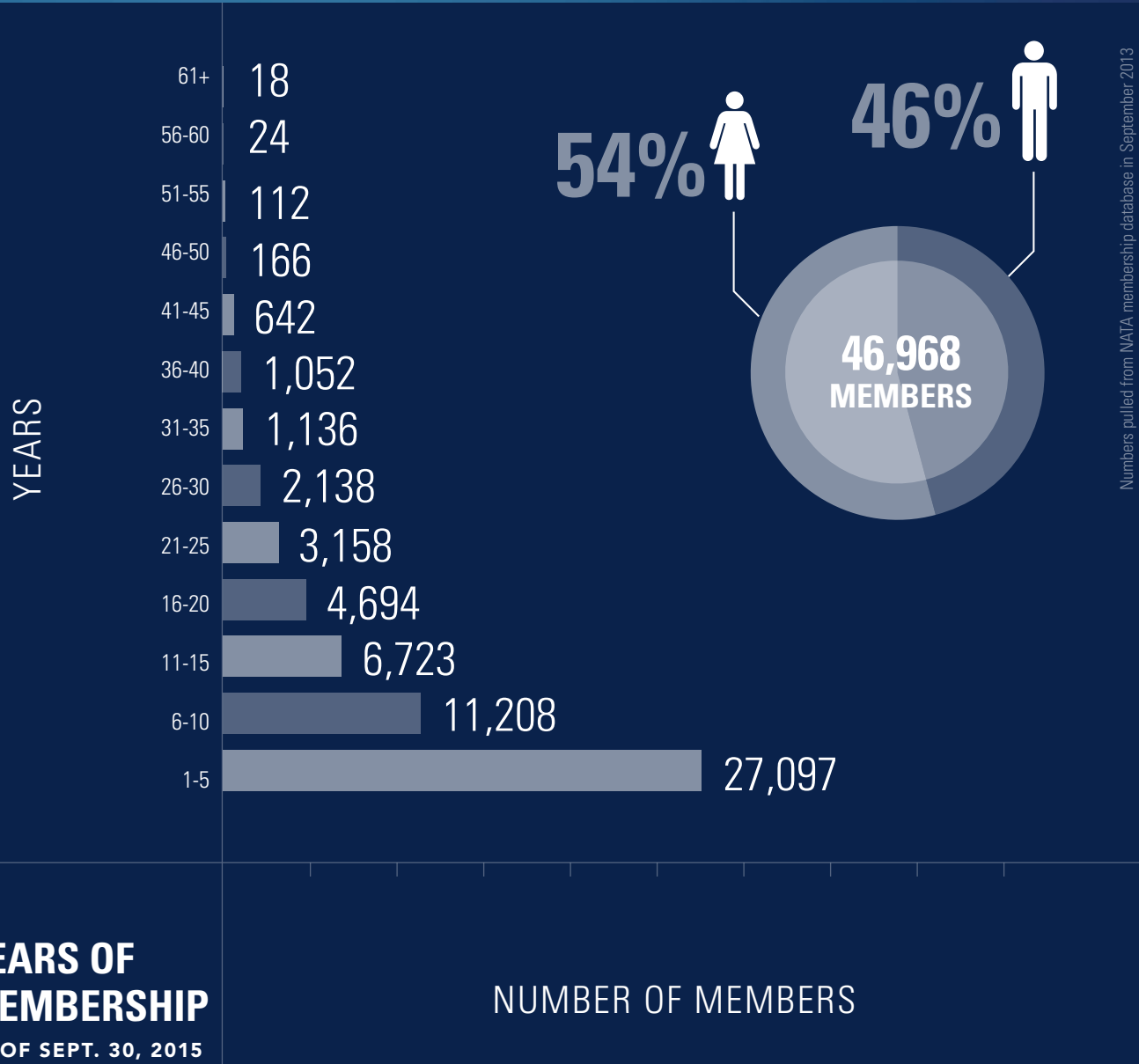
GET UP WITH A POWERADE® INTEGRATION KIT

POWERADE® 2015 KIT

# NATA MEMBERS AT A GLANCE

## JOB SETTINGS

Information pulled from NATA membership database in September 2013.



Numbers pulled from NATA membership database in September 2013



Student	29.6%
College/University	17.7%
Secondary School	18.03%
Clinic	12.85%
Hospital	3.39%
Professional Sports	2.28%
Independent Contractor	1.15%
Health/Fitness/Sports/Performance Enhancement Clinics/Clubs	1.22%
Occupational Health	0.98%
Military/Law Enforcement/Government	0.65%
Business/Sales/Marketing	0.75%
Other	4.26%
Retired	1.99%
Amateur/Recreational/Youth Sports	0.35%
Unemployed	3.28%
Did not specify setting	1.52%

*"NATA members are extremely dedicated health care professionals who read our magazine as a source of best practices for the athletic training profession. Passionate about their work and determined to stay current in the ever-changing sports medicine world, they look to the NATA News as a critical connection to their peers and the industry as a whole."*

-JORDAN GRANTHAM, EDITOR-IN-CHIEF

# NATA NEWS 2018 EDITORIAL CALENDAR



\* All content is tentative and subject to change.

<h2>JANUARY</h2>	<p><b>Raise the Standard</b> A feature story will introduce a year-long series on the Code of Ethics, starting with return-to-play conflicts between ATs and athletes, coaches, etc. Will approach as NY resolution to improve standard of care.</p>	<p><b>AT Manifesto</b> Special poster insert with our brand new athletic training manifesto</p>	<p><b>ATs &amp; Strength Coaches</b> Jay Sedory of the Marines is interviewed about how athletes benefit when strength coaches and ATs work together on injury prevention.</p>	<p><b>NATA 2018 Preview</b> A look at what's to come during the 69th Clinical Symposia &amp; AT Expo in New Orleans, including preliminary program promo.</p>	<p><b>NFL Medical Spotters</b> Feature story about the role of ATs as medical spotters for the NFL and how they are part of the NFL's efforts to improve player safety.</p>
<h2>FEBRUARY</h2>	<p><b>Circulatory System</b> Themed issue examining the circulatory system in honor of National Heart Health Month (sudden cardiac arrest, commotio cordis, sickle cell, asthma, etc)</p>	<p><b>Patient Confidentiality</b> Ethics series: What ATs need to know about patient confidentiality, HIPAA and liability concerns</p>		<p><b>National Athletic Training Month Promo</b> A feature explaining the details about contests/efforts for National Athletic Training Month in March.</p>	<p><b>Spring Buyer's Guide</b> A special section featuring the latest products in sports medicine.</p>
<h2>MARCH</h2>	<p><b>Compassion Care</b> A feature story about how to provideculturally competent care to all patient populations regardless of ethnicity, gender or age.</p>	<p><b>Athletic Training in Alaska</b> Examining the unique challenges of being an athletic trainer in Alaska.</p>	<p><b>NATA 2018 Education</b> Highlighting some of the key education sessions at NATA 2018 while promoting the opening of registration.</p>	<p><b>Collegiate Workshop</b> Feature story previewing the first-ever preconference workshop hosted by the NATA Intercollegiate Council for Sports Medicine.</p>	<p><b>ATs &amp; Gambling</b> Ethics series: What ATs need to know about gambling (will tie into March Madness, one of the most popular gambling opportunities).</p>
<h2>APRIL</h2>	<p><b>AT Education Issue</b> Series of articles focused on the latest news and developments for AT educators and students.</p>	<p><b>Degree Transition</b> An update on the transition of the athletic training degree to the master's level.</p>	<p><b>Continuing Ed</b> Ethics Series: Why ATs must prioritize continuing education and the importance of understand bioethical standards.</p>	<p><b>International Dedication</b> Feature story about an AT from Japan who has attended the NATA convention for 30 years straight.</p>	

# NATA NEWS 2018 EDITORIAL CALENDAR

\* All content is tentative and subject to change.

(CONTINUED)


<p><b>MAY</b></p>	<p><b>Simply the Best</b> Profiles of each new HOF inductee. Will feature an inspirational “Learn from the best” section with each winner’s advice for YPs and students.</p>	<p><b>MDAT Winners</b> Short biographies on each Most Distinguished AT award winner.</p>	<p><b>Scope of Practice</b> Ethics series: Understanding the scope of practice in athletic training and the ethical and liability concerns associated with it.</p>	<p><b>Prenatal, Postpartum Issues Facing Athletes</b> A feature examining the unique needs of prenatal and postpartum athletes and how athletic trainers can improve their care.</p>	<p><b>National Athletic Training Month Recap</b> A look at the winners of the 2018 National Athletic Training Month contest.</p>
<p><b>JUNE</b></p>	<p><b>Keynote Speaker Reveal</b> Previewing the keynote speaker for NATA 2018.</p>	<p><b>Convention Preview</b> Tips and reminders for readers before they head to the NATA convention in New Orleans.</p>	<p><b>2018 Award Winners</b> A full list of national award winners to be recognized in New Orleans.</p>		<p><b>Accountability</b> Ethics series: Understanding your liability when holding peers accountable and how to report an ethics complaint.</p>
<p><b>JULY</b></p>	<p><b>The Nutrition Issue</b> Investigating nutrition trends for elite athletes, including safety concerns with supplements</p>	<p><b>Female Athlete Triad</b> Understanding the triad: 1) energy deficiency/disordered eating; 2) menstrual disturbances; and 3) bone loss/osteoporosis</p>	<p><b>Weight Management</b> Nutrition tips and best practices for caring for athletes with weight concerns, such as wrestling and boxing.</p>	<p><b>Finding Balance</b> Tips and suggestions from members on how athletic trainers can achieve work-life balance.</p>	<p><b>NATM PR Contest Winners</b> A summary of 2018 National Athletic Training Month Public Relations Contest efforts and winners</p>
<p><b>AUGUST/ SEPTEMBER</b></p>	<p><b>2018 State of the Association</b> An excerpt of the NATA president’s speech during the 2018 General Session.</p>	<p><b>2018 Convention Photo Story</b> A special section of photos from convention, including all award winners and major events.</p>		<p><b>Fall Buyers’ Guide</b> A special section featuring latest products in sports medicine.</p>	<p><b>Referral Practices</b> Ethics Series: Examining appropriate practices for patient referrals and billing.</p>



# NATA NEWS 2018 EDITORIAL CALENDAR

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(CONTINUED)

<b>OCTOBER</b>	<b>The Research Issue</b> A special section examining various research efforts being conducted by athletic trainers around the country.	<b>Research Ethics</b> Ethics series: Discussing what AT researchers need to know about ethics and how it impacts their research.	<b>Jump Mechanics</b> Differences in jumping for athletes and dancers and the effect of those differences on injuries		<b>Breast Cancer Awareness</b> A feature on how breast cancer has affected the athletic training community and what members are doing to spread awareness and support patients.
<b>NOVEMBER</b>	<b>The Technology Issue</b> A special section technology trends in sports medicine.	<b>Mentor Database</b> Introducing NATA's new mentoring resource	<b>Mentoring Tips</b> EDAC presents its tips on how to find and cultivate a good mentoring relationship.		<b>Cultural Competence</b> Ethics Series: Why it's critical for ATs to provide quality care regardless of gender, ethnicity, sexual orientation, etc.
<b>DECEMBER</b>				<b>Annual Report</b> Detailed report of NATA's accomplishments in 2018.	

# ADVERTISE IN THE NATA NEWS

Contact Max Lalwani of The YGS Group at [max.lalwani@theygsgroup.com](mailto:max.lalwani@theygsgroup.com) or 717.430.2209.  
Download the **advertising contract**.

## NATA NEWS PRODUCTION SCHEDULE & DEADLINES

### NATA NEWS ADVERTISING RATES / FREQUENCY (GROSS)

Please see the next page for premium placement advertising opportunities, including poster and postcard inserts.

4-Color	Open Rate	3X	6X	9X	12X
<b>Spread</b>	\$6,866	\$6,661	\$6,526	\$6,385	\$6,179
<b>Full Page</b>	\$3,350	\$3,250	\$3,182	\$3,115	\$3,015
<b>1/2 Page</b>	\$2,775	\$2,692	\$2,636	\$2,581	\$2,498
<b>1/3 Page</b>	\$2,631	\$2,552	\$2,500	\$2,446	\$2,367
<b>1/4 Page</b>	\$2,088	\$2,025	\$1,984	\$1,941	\$1,879
<b>2-Color</b>					
<b>1/4 Page</b>	\$1,026	\$996	\$976	\$954	\$923
<b>Premium &amp; Covers</b>					
<b>Cover 2</b>	-	\$4,015	\$3,814	\$3,624	\$3,442
<b>Cover 3</b>	-	\$3,681	\$3,497	\$3,322	\$3,156
<b>Cover 4</b>	-	\$5,214	\$4,953	\$4,705	\$4,470
<b>Insert</b>			\$3,500		

	Content Due to NATA	Ad Materials Due @ NATA	Files & Inserts Due @ Printer
January	Nov. 22	Dec. 5	Dec. 15
February	Dec. 14	Jan. 4	Jan. 15
March	Jan. 31	Feb. 5	Feb. 14
April	Feb. 21	Mar. 2	Mar. 13
May	Mar. 26	Apr. 3	Apr. 12
June	Apr. 25	May 3	May 14
July	May 28	June 5	June 14
Aug/Sept	July 23	Aug. 2	Aug. 15
October	Aug. 27	Sept. 5	Sept. 14
November	Sept. 24	Oct. 2	Oct. 11
December	Oct. 26	Nov. 5	Nov. 14

### NATA NEWS SPECIFICATIONS

- SPREAD (TRIM SIZE)** 16" x 10.875"
- SPREAD (BLEED SIZE)** 16.25" x 11.125"
- FULL PAGE (TRIM SIZE)** 8"w x 10.875"h
- 1/2 PAGE** 6.986"w x 4.8472"h
- 1/3 PAGE (VERTICAL)** 2.5"w x 10"h
- 1/4 PAGE** 3.545"w x 4.8785"h
- BLEED REQUIREMENTS:** 8.25"w x 11.125"h with usable area within 7.875"w x 10.75"h

### STANDARD PRINT SPECIFICATIONS

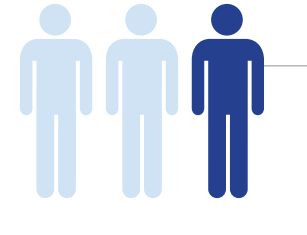
- Digital ad provided as a .PDF, .EPS or TIFF file
- Fonts must be embedded and/or converted to outline
- NATA requires a color proof. PMS colors must be submitted as four-color process.
- Ads that use the term "trainer" or "training room" instead of "athletic trainer" or "athletic training facility" will not be accepted
- NATA reserves the right to reject ads deemed improper for our audience

# NATA NEWS SPECIAL PRODUCTS

Beyond our traditional print advertising options, we are now offering special products that give advertisers the opportunity to draw extra attention to a specific product, initiative or promotional campaign through targeted, custom *NATA News* mailings.

*Pricing is specific to each product and quantity. For more information, contact Max Lalwani of The YGS Group at [max.lalwani@theygsgroup.com](mailto:max.lalwani@theygsgroup.com) or 717.430.2209.*

*Download the **advertising contract**.*



## TARGET YOUR AUDIENCE.

Special products are available to all NATA members or specific subgroups.



Provide ATs with a poster,  
put your brand on display in AT facilities year round.

## POSTER INSERT

**TIP IN POSTER** 24" x 18" folded down to 6" x 9" 4/0 on 60# gloss text  
\$15,000 to insert advertising poster for the full run of the magazine (43,000+ quantity)

## POSTCARD INSERT

**INSERT POSTCARD** 5" x 7" 4/4 on 7 pt.  
\$7,000 to insert advertising postcard for full run of the magazine (43,000+ quantity)



NATA CAN PROVIDE  
**SOCIAL MEDIA SUPPORT**  
TO INCREASE MEMBER INTEREST.\*

\* Additional cost involved.



**2018**  
**ADVERTISING KIT**

# DIGITAL OPPORTUNITIES

## **NATA WEBSITE**

Premiere online destination  
for athletic trainers

## **CORPORATE MEMBERSHIP**

Connection to the athletic  
training profession

## **LISTS**

Custom email or  
physical mailing lists

# NATA WEBSITE

The NATA website offers comprehensive information for athletic trainers, associated professionals and the public in a dynamic, easy-to-use format.

## OUR HOMEPAGE FEATURES:

AWARD-WINNING  
SOCIAL MEDIA  
PLATFORMS

FLAGSHIP  
PUBLICATIONS

INDUSTRY  
SUPPLIER  
DIRECTORY

CAREER  
CENTER

MEMBERSHIP  
SERVICES

CONVENTION  
LINKS

Contact Max Lalwani of The YGS Group at [max.lalwani@theygsgroup.com](mailto:max.lalwani@theygsgroup.com) or 717.430.2209.

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## NATA WEBSITE RATES & SIZES

COST PER MONTH

	3x	6x	9x	12x	Display	Size
<b>Mega Menu Spotlight</b>	\$1000	\$800	\$600	\$400	Dynamic	180 x 150
<b>Wide Skyscraper</b>	\$2000	\$1500	\$1000	\$500	Dynamic	160 x 600
<b>Leaderboard</b>	\$2500	\$2000	\$1500	\$1000	Dynamic	728 x 90

Please note: We are NOT offering the UAP Medium Rectangle (300 x 250) at this time.



QUALIFIED REACH:

**230,000**  
SESSIONS/MONTH

FREQUENCY:

**24/7**

## SUBMISSION POLICIES

NATA complies with the Universal Ad Package specifications set by the Interactive Advertising Bureau. Ad sizes are measured in pixels (px) and are displayed as images. We do not offer Flash design services.



## FILE PREP SPECIFICATIONS

Digital ad must be provided as JPG file with 300 dpi resolution.

Please note: ads that use the term "trainer" or "training room" instead of "athletic trainer" or "athletic training facility" will not be accepted. NATA reserves the right to reject ads deemed improper for our audience.



# DIRECT MARKETING LIST RENTALS

NATA can help you target your message with our Membership List Rental Service. Your message will only reach those members who have elected to receive information. Mailing lists and email lists are available, and there are no size/price minimums.

Download the **List Rental Request Form**.

## LISTS CAN BE PROVIDED:

By state, NATA district, member type (certified, associate, student and international) or employment setting	By county or by distance from a geographic location	In Excel or CSV (comma delimited) format
By random selection (at a size/cost you choose)	By education level or additional certifications earned	By job title

**LIST RENTAL SET-UP FEES**

**NATA MEMBERS**

**\$100**

**NON-MEMBERS**

**\$200**

## CORPORATE MEMBERSHIP

Become an NATA Corporate Member!

**FOR \$975**

**ANNUALLY, CORPORATE MEMBERS RECEIVE:**

- Use of the term "NATA Corporate Member"
- Use of the NATA Corporate Member logo
- A 50-word listing in the printed Buyer's Guide (spring & fall)
- Recognition as a Corporate Member in the online Athletic Training Marketplace, <http://athletictrainingmarketplace.com>
- Discount on exhibit booth space at the NATA AT Expo, up to 400 square feet or four (4) – 10'x10' booths.
- Recognition as a Corporate Member in the NATA Convention Guide, which is what attendees use to navigate the show floor.
- A one-time 15% discount on an advertisement in the NATA News
- A one-time 15% discount on a Web banner advertisement on [www.nata.org](http://www.nata.org)
- 25% discount on NATA membership list rentals
- Complimentary subscription to the NATA News



Download the **Corporate Member Application**.

## MEMBER LIST RATES

	Price per name (via e-mail)
<b>NATA Members</b>	\$0.09
<b>BOC Approved Providers</b>	\$0.09
<b>Non-members</b>	\$0.13
<b>Special Handling/Rush Delivery</b>	\$25