2022
SPONSORSHIP AND ADVERTISING OPPORTUNITIES

THE CHALLENGE!
THE VOICE OF BRAIN INJURY
THE Challenge!

THE Challenge! is the quarterly news magazine of the Brain Injury Association of America. For more than 30 years, THE Challenge! has been a trusted source for public policy news, research breakthroughs, medical advances, legal and financial issues, and inspiring stories of recovery.

The Audience You Want To Reach

Individuals with brain injury, family caregivers, and professionals turn to THE Challenge! to learn about products and services that improve the quality of life for those living with the consequences of brain injury.

With updates from state brain injury associations and federal agencies, THE Challenge! has something for everyone.

THE Challenge! boasts 11,000 digital subscribers and is sent to 8,500 print subscribers each quarter, including hospitals, rehabilitation facilities, and doctor’s offices.

Editorial Calendar

**WINTER**
Relationships
Advertising Materials Due: Feb. 11
Delivers mid-March

**SPRING**
Accommodations That Work
Advertising Materials Due: May 13
Delivers mid-June

**SUMMER**
Research
Advertising Materials Due: July 25
Delivers late August

**FALL**
Secondary Effects of Brain Injury
Advertising Materials Due: Oct. 28
Delivers late November

Display Advertising Rates *(Rates are per issue and four color only)*

<table>
<thead>
<tr>
<th>Standard rates</th>
<th>1 Issue</th>
<th>2 Issues</th>
<th>3 Issues</th>
<th>4 Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-page spread (17X11)</td>
<td>$3,600</td>
<td>$3,400</td>
<td>$3,200</td>
<td>$3,000</td>
</tr>
<tr>
<td>w/bleed (17.125X11.125)</td>
<td>$3,800</td>
<td>$3,600</td>
<td>$3,400</td>
<td>$3,200</td>
</tr>
<tr>
<td>Full page (8.5X11)</td>
<td>$2,600</td>
<td>$2,400</td>
<td>$2,200</td>
<td>$2,000</td>
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<tr>
<td>w/ bleed (8.6125X11.125)</td>
<td>$2,800</td>
<td>$2,600</td>
<td>$2,400</td>
<td>$2,200</td>
</tr>
<tr>
<td>1/2 page horiz. (7.5X4.75)</td>
<td>$1,800</td>
<td>$1,500</td>
<td>$1,300</td>
<td>$1,100</td>
</tr>
<tr>
<td>1/2 page vert. (3.75X9.75)</td>
<td>$1,800</td>
<td>$1,500</td>
<td>$1,300</td>
<td>$1,100</td>
</tr>
<tr>
<td>1/4 page (3.625X4.5)</td>
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<td>$1,200</td>
<td>$1,000</td>
<td>$800</td>
</tr>
<tr>
<td>1/8 page (3.625X2.25)</td>
<td>$250</td>
<td>$250</td>
<td>$250</td>
<td>$250</td>
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For more information contact:
Carrie Mosher
Director of Sales
cmosher@biausa.org
703-761-0750 Ext. 640
Advertising Insertion Order

Advertiser Company Name: ______________________________________________________________

Contact Name: _______________________________________________________________________

Title: ______________________________________________________________________________

Address: _____________________________________________________________________________

City, State Zip: _______________________________________________________________________

Phone Number: _______________________________________________________________________

Fax Number: _________________________________________________________________________

Email Address: _______________________________________________________________________

Billing Contact Name and Title: __________________________________________________________

Billing Address: ______________________________________________________________________

City, State Zip: ______________________________________________________________________

Phone Number: _______________________________________________________________________

Fax Number: _________________________________________________________________________

Email Address: _______________________________________________________________________

☐ I have read and agree to the advertising terms and conditions at https://www.biausa.org/legal-notices

Signature of responsible party: __________________________________________________________________________________________

Check all that apply:

<table>
<thead>
<tr>
<th>Ad size</th>
<th>Issue(s)</th>
<th>Note</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eighth page</td>
<td>Winter</td>
<td>Please email artwork in JPEG or PDF, high-resolution, 300 dpi minimum, to: <a href="mailto:cmosher@biausa.org">cmosher@biausa.org</a>.</td>
</tr>
<tr>
<td>Quarter-page</td>
<td>Spring</td>
<td>Please make checks payable to Brain Injury Association of America and mail your check and this form to: BIAA P.O. Box 7416, Merrifield, VA 22116-7416</td>
</tr>
<tr>
<td>Half-page</td>
<td>Summer</td>
<td></td>
</tr>
<tr>
<td>Full-page</td>
<td>Fall</td>
<td></td>
</tr>
<tr>
<td>Full-page with bleeds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two-page spread</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two-page spread with bleeds</td>
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</tr>
</tbody>
</table>

Questions? Contact Carrie Mosher, Director of Sales, at cmosher@biausa.org or call 703-761-0750 Ext. 640
Advertising Terms and Conditions:

Sponsorships are not refundable. Terms are net 30 days. BIAA reserves the right to hold Advertiser and/or Agency responsible for such moneys payable to BIAA. Delinquent accounts are subject to a late payment charge of .5% per month on outstanding balances (up to 6% annual).

All advertising is subject to BIAA’s approval. BIAA reserves the right to reject or cancel – for any reason or at any time – any advertisement. In addition, BIAA reserves the right to place the word “Advertisement” in advertising that, in BIAA’s opinion, resembles editorial matter. However, no change in advertising copy will be made without prior consent of the Advertiser or Agency.

The Advertiser and Agency agree to indemnify, defend, and save THE Challenge!, BIAA, their officers, agents, and employees from any claims for design, patent, or copyright infringement; libel; violation of right of privacy; plagiarism; and/or any other suits based on the content or graphic appearances of their advertisement.

BIAA, except where a special position is purchased, determines positioning of display ads.

Cancellations must be made in writing only prior to ad closing date.

BIAA will not be bound by any condition appearing on the insertion order that conflicts with provisions of specifications and rate sheets.

BIAA is not liable for delays in delivery and/or non-delivery in the event of any condition beyond the control of BIAA.

BIAA is not responsible for any discrepancies or errors in advertisements supplied by the Advertiser or Agency.

For contracts that include a frequency discount, Advertisers will be short-rated if they do not fulfill the contracted number of insertions.

Artwork, advertising film, and other reproduction materials will be destroyed twelve (12) months after last use if the Advertiser or Agency does not request their return within eleven (11) months of last use.

A fifteen percent (15%) commission is allowed to recognized Advertising Agencies on space, color, and position, provided the account is in good standing and paid within 30 days of invoice dates.

BIAA must receive confirmation of all Agency appointments from the Advertiser account.

Commissions are not allowed on classified advertising, online advertising, and other special advertising.

For accounts not paid within 45 days, advertisements for the account will not be run; the Advertiser and/or Agency will lose its discount; and accounts will be subject to further action.