



BRAIN INJURY ASSOCIATION

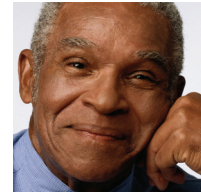
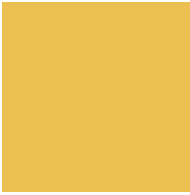
OF AMERICA - MAINE CHAPTER

2025

Maine Brain Injury and Stroke Resource Directory Advertising Opportunities



biausa.org/Maine



Position your company as an expert by aligning with the leading brain injury advocacy organization in the state of Maine

Help Your Customers Find You!

The Maine Brain Injury and Stroke Resource Directory serves as the statewide reference for individuals with brain injury, family caregivers, and medical professionals. This free online and print guide of service providers covers everything from brain injury rehabilitation programs to assistive technology, counseling services, and housing. The Brain Injury Association of America – Maine (BIAA-Maine) has expanded its outreach efforts to inpatient, clinic, and community opioid and substance use disorder providers serving individuals with co-occurring brain injuries and substance use disorders. The directory will be promoted to approximately 4,000 people.

PROMOTION AND DISTRIBUTION

WEBSITE: The directory will be prominently featured on BIAA-Maine's website as a free download at biausa.org/maine.

GENERAL PROMOTION: BIAA-Maine's resource directory will be announced on our social media channels, highlighted in several issues of our newsletter, and mentioned at upcoming events.

CONFERENCE DISTRIBUTION/PROMOTION: The directory will be promoted to attendees of BIAA-Maine's annual conference and all support group meetings.

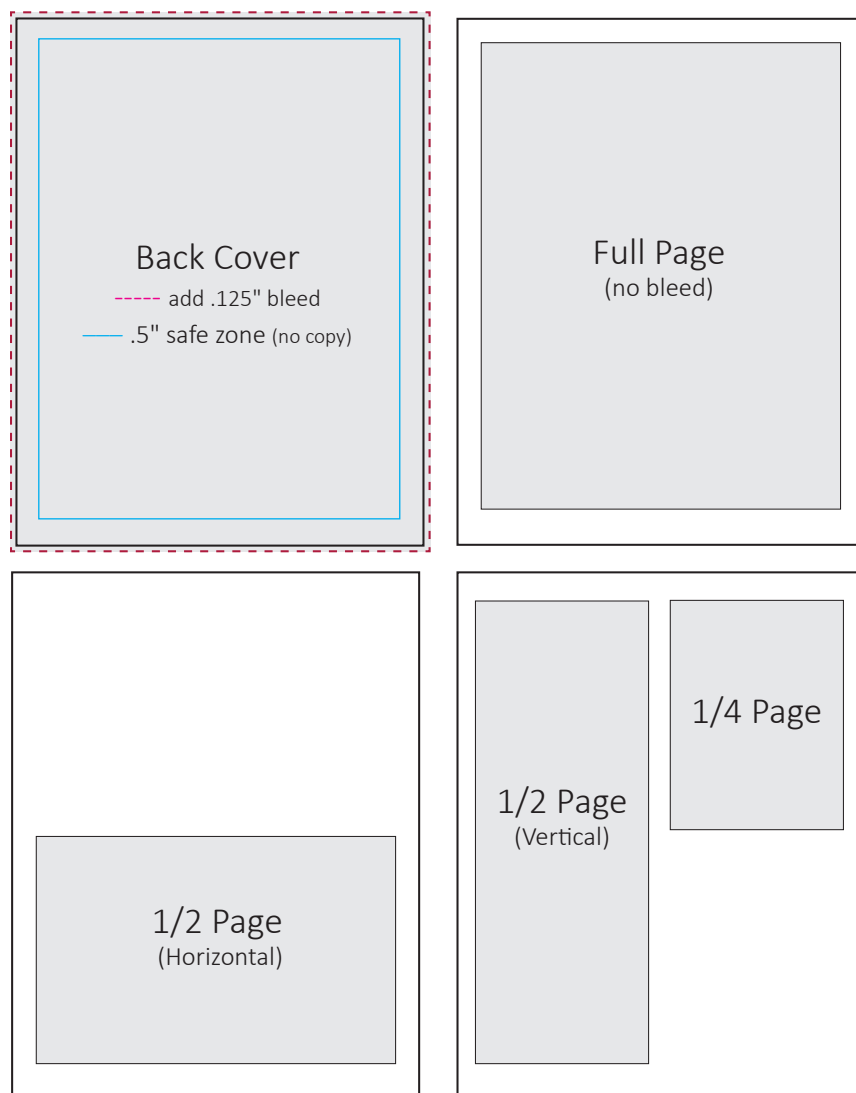
MAINE BRAIN INJURY INFORMATION CENTER: A copy of the directory is mailed or e-mailed to the hundreds of callers who phone in to our toll-free helpline.

BIAA-ME HOSPITAL OUTREACH PROGRAM TO THE NEWLY INJURED: Educational packets that include the directory will be mailed to hospitals and neurorehabilitation facilities throughout Maine.

MAINE BRAIN INJURY COMMUNITY MAILING: The directory will be distributed to more than 2,000 local survivors, family members, policy makers, state agencies, etc.

Advertising Opportunities

Boost your visibility with an advertisement. An advertisement in the directory tells your potential customers what you have to offer and why you are unique. Advertising in the Resource Directory allows you to communicate your message clearly and showcase your brand.



AD MEASUREMENT

	WIDTH		HEIGHT
• Back Cover w/bleed..... (Add additional .125" bleed)	8.5"	x	11"
• Full page	7.5"	x	9.75"
• 1/2 page horizontal	7.5"	x	4.75"
• 1/2 page vertical.....	3.625"	x	9.75"
• 1/4 page	3.625"	x	4.75"

LISTING RATES

¼ Page	\$ 900
½ Page	\$ 1200
Full Page	\$ 2000
Back Cover	\$ 2500

(Includes Online and Print Edition)

Ad Mechanical and Digital Specifications

FILE FORMATS

- PDF Preferred, EPS, JPEG, TIFF
- Cropmarks optional

IMAGE FORMATS

- High Resolution Digital Media at 100%
- Halftones (minimum 300 dpi)
- Bitmap (minimum 1200 dpi)
- CMYK or RGB preferred, no PMS colors
- Photos and graphics from the Internet should not be used for print format due to their low resolution and will appear blurry

FONTS

- All fonts should be embedded or converted to outline

PROOF SPECIFICATION

- One digital proof will be submitted from publisher for client's approval
- Publisher can create new listing on behalf of the client for an additional design fee
- Changes or updates to submitted materials may incur additional charges
- Publisher is not responsible for reproduction of listing materials that are not provided according to these requirements

Terms and Conditions

Terms are net 30 days. The Brain Injury Association of America (BIAA) reserves the right to hold advertiser 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/directory listings are subject to BIAA's approval. BIAA reserves the right to reject or cancel – for any reason or at any time – any advertisement or listing. 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.

The advertiser agrees to indemnify, defend, and save BIAA, their officers, 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 /directory listings supplied by the advertiser.

Artwork will be destroyed twelve (12) months after last use if the advertiser does not request return within eleven (11) months of last use.

Deadline for Artwork: November 15, 2024

Information

The Brain Injury Association of America (BIAA) is a national nonprofit organization founded in 1980. BIAA's mission is to advance awareness, research, treatment, and education and to improve the quality of life for all people affected by brain injury.

The Brain Injury Association of America – Maine Chapter (BIAA-Maine) works to increase awareness of brain injury, provides information, resources, and support for individuals who have sustained brain injuries, and advocates for prevention and services across the state of Maine.

BRAIN INJURY ASSOCIATION OF AMERICA MAINE CHAPTER

FOR MORE INFORMATION, CONTACT

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