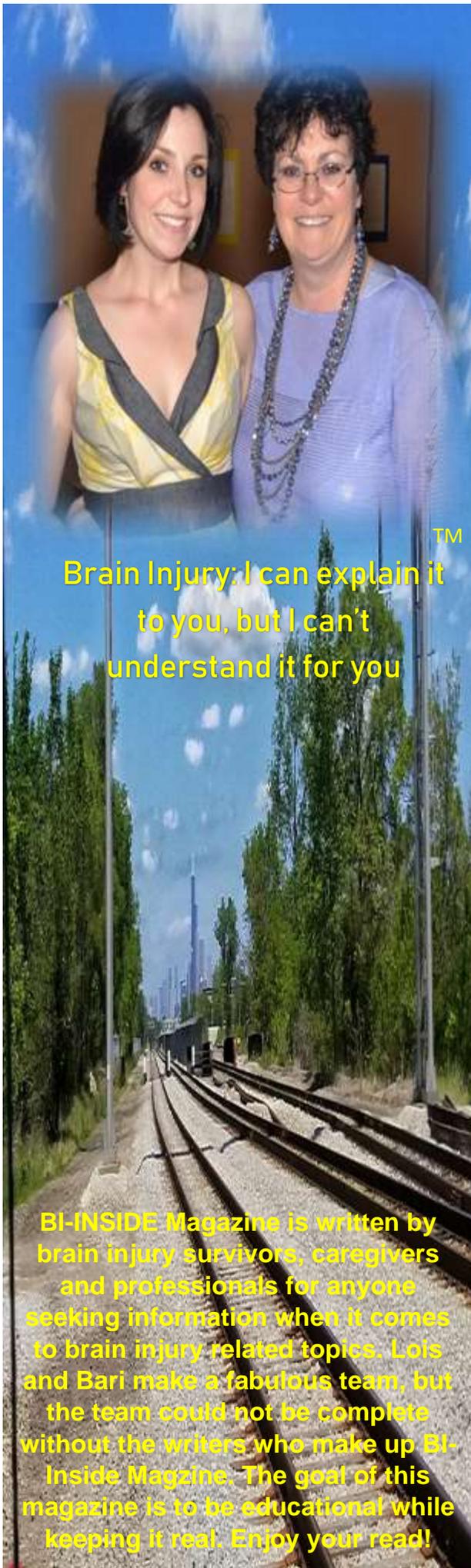




BI-INSIDE

Magazine

Let the Journey Begin



Brain Injury: I can explain it  
to you, but I can't  
understand it for you

BI-INSIDE Magazine is written by brain injury survivors, caregivers and professionals for anyone seeking information when it comes to brain injury related topics. Lois and Bari make a fabulous team, but the team could not be complete without the writers who make up BI-Inside Magazine. The goal of this magazine is to be educational while keeping it real. Enjoy your read!

## THE FACTS:

- ✧ Traumatic Brain Injury (TBI) is a major cause of death and disability in the United States
- ✧ The severity of a Brain Injury (BI) can range from “mild” to “severe”
- ✧ Those who survive a TBI can face effects lasting days to disabilities lasting a lifetime.

## THE DISCONNECT:

- ✧ When a brain injury survivor is discharged from the hospital or rehabilitation center there are no instructions on what life will be like next.
- ✧ Families don't often know about the services and resources available to help the BI survivor.
- ✧ Families and/or friends don't know where to start to help their loved one(s).

## THE SOLUTION

- ✧ Contact the Brain Injury Resource Center of Wisconsin, Inc.
- ✧ Our Resource Facilitator, Kathy Richardson, and her team have a wealth of knowledge and resources that are ready to share!
- ✧ Through Resource Facilitation we assist families in getting follow-up medical care, provide resources to support the BI survivor along their journey, educate BI survivors on anything they need to become independent again and advocate on their behalf.

Brain Injury Survivors, whether traumatic or acquired, once they are far enough past their initial injury, they may present like everyone else with no major impairment that is identifiable.

## Editorial Calendar 2020

**The BI-Inside Magazine's purpose is to be an educational publication with a focus on issues that affect the everyday brain injury survivor.**

### **Spring: March**

**Article Deadline: February 11, 2020**

**Advertisement Deadline: February 25, 2020**

**Advertisement Payment Due: Upon approval of magazine placement**

### **Fall: September**

**Advertisement Deadline: August 11, 2020**

**Advertisement Deadline: August 25, 2020**

**Advertisement Payment Due: Upon approval of magazine placement**

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## Design Standards

**Format: JPEG or PNG**

**Color Ads: RGB**

**Resolution: 300 DPI**

**B&W Ads: Gray Scale**

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## Disclaimer

The Brain Injury Resource Center of Wisconsin, Inc. (BIRC) reserves the right to reject and revise any advertising that may negatively affect the credibility and integrity of the organization, be offensive to a significant number of readers served by the BI-INSIDE Magazine or by community standards be considered offensive, or that might be in conflict with the mission of the Brain Injury Resource Center of Wisconsin, Inc.

The BI-INSIDE Magazine reserves the right to institute changes to its media policies at any time. Sole responsibility for the content of all advertising lies with the advertiser who agrees to hold the BI-INSIDE Magazine harmless should a claim be made with respect thereto. The advertiser also has the responsibility to pay for any and all costs and expenses incurred as a result of a claim arising from the publication of the advertisement by BIRC. The BI-INSIDE Magazine is not responsible for advertiser-submitted advertisements if they do not meet the design standards. Should an advertisement not be published as ordered, the BIRC's liability is limited to the amount paid with respect to such non-published advertisement.

# Advertisement Pricing & Sizes

Advertisement Sizes	Advertisement Prices	Both Magazines
1 /6 <sup>th</sup> Page 3.5”w x 3.0”h	\$110.00	\$210.00
1 /8 <sup>th</sup> Page 2.5”w x 2.0”h	\$83.00	\$157.00
Phonebook Listing	\$57.00	\$105.00

## Who Makes Up the BI-INSIDE Magazine?

**Bari L. Rieth:** TBI Survivor, Public Relations and Marketing Specialist, Editor and Writer

**Denise Meagher:** Family Member to TBI Survivors, Editor and Writer

**Lois York-Lewis:** Mother of a TBI Survivor, Executive Director, Editor and Writer

**Patti Punzi:** Family Member to TBI Survivors, Editor and Writer

**Gloria Blaser:** Grandmother of a TBI Survivor and Editor

**Sandy Rieth:** Mother of a TBI Survivor and Editor

**Kathy Richardson:** TBI Survivor, Resource Facilitator, and Writer

**Linda Scherwinski:** Mother to a TBI Survivor, Writer

**Micki Scherwinski:** TBI Survivor and Writer

**Mike Strand:** TBI Survivor and Writer

**Dr. Nathan Glassman:** Neuropsychologist and Writer

**Steve Maday:** Photographer

## CONTACT INFORMATION:

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