



BI-INSIDE Magazine

Let the Journey Begin

Let us help along your journey towards making the most out of your brain injury recovery!



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!

Moors, Michelle. (2015-2021) Magazine Submissions Fava. Photograph. Greenville, WI. (2021)

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 brain injury 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 Facilitation Team has 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 brain injury survivor along their journey, educate brain injury 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 may present like everyone else with no major impairment that is identifiable.

Brain Injury Resource Center of Wisconsin, Inc. (2019). www.bircofwi.org
Centers for Disease Control and Prevention, National Center for Injury Prevention and Control, Division of Unintentional Injury Prevention. (2017)
https://www.cdc.gov/traumaticbraininjury/get_the_facts.html

Editorial Calendar 2022

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 8, 2022

Advertisement Deadline: February 24, 2022

Advertisement Payment Due: Upon approval of magazine placement

Fall: September

Article Deadline: July 20, 2022

Advertisement Deadline: August 17, 2022

Advertisement Payment Due: Upon approval of magazine placement

Design Standards

Format: JPEG or PNG

Color Ads: RGB

Resolution: 300 DPI

B&W Ads: Gray Scale

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 th Page 5.5”w x 3.0”h	\$115.00	\$230.00
1 /8 th Page 2.5”w x 2.0”h	\$87.15	\$174.30
Phonebook Listing	\$25.00	\$50 .00

Who Makes Up the BI-INSIDE Magazine?

Scott Daul: Editor

Katherine Ayla Marshall: Editor

Dr. Nathan Glassman: Neuropsychologist and Writer

Denise Meagher: Family Member to TBI Survivors and Writer

Michelle Morris: Photographer

Teri Quam: Retired School Psychologist and Writer

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

Linda Scherwinski: Mother to a TBI Survivor, Writer

Micki Scherwinski: TBI Survivor and Writer

Mike Strand: TBI Survivor and Writer

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

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