



# EDUCATION AND OTHER NON-EMPLOYMENT WEB & NEWSLETTER CLASSIFIED ORDER FORM

Order online at [www.ptwa.org/advertising](http://www.ptwa.org/advertising) • Rates effective through December 31, 2017

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Mailing Address (Street/PO Box): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_ Web Address: \_\_\_\_\_

Advertising Agency (if applicable): \_\_\_\_\_ Agency Insertion Order/Reference # (if applicable): \_\_\_\_\_

Contact Name: \_\_\_\_\_ Mailing Address (Street/PO Box): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_

Email: \_\_\_\_\_ Web Address: \_\_\_\_\_

## EDUCATION, SALES AND SERVICE ADVERTISING ONLY

Please use this form if you are ordering a NON-EMPLOYMENT advertisement (Education, Product sales, services, sale/lease opportunities, etc.)  
To place an **EMPLOYMENT AD**, please use our online job board at [www.ptwa.org/jobs](http://www.ptwa.org/jobs).

# of Months/ Issues	Ad Word Count	WEB Classified	NEWSLETTER Classified	* MARCH * NEWSLETTER Classified
	0 – 50	<input type="checkbox"/> \$55	<input type="checkbox"/> \$25	<input type="checkbox"/> \$40
	51 – 100	<input type="checkbox"/> \$105	<input type="checkbox"/> \$50	<input type="checkbox"/> \$75
	101 – 150	<input type="checkbox"/> \$145	<input type="checkbox"/> \$65	<input type="checkbox"/> \$100
	151 – 200	<input type="checkbox"/> \$180	<input type="checkbox"/> \$80	<input type="checkbox"/> \$120
	201 – 250	<input type="checkbox"/> \$205	<input type="checkbox"/> \$90	<input type="checkbox"/> \$135
	251 – 300	<input type="checkbox"/> \$225	<input type="checkbox"/> \$100	<input type="checkbox"/> \$150

### AUTO RENEW ADVERTISING

I would like this order to automatically renew each month. By selecting Auto Renew and signing below, the advertiser agrees to allow PTWA to charge the price of the advertisement to the credit card on this order form on the renewal date each month until the advertiser cancels the advertisement.

\_\_\_\_\_  
Signature (required for ad to Auto Renew)

**AUTO RENEW CANCELLATION:** The standard cancellation fee of \$35 applies to the first month (prior to renewal). For subsequent months, cancel by the renewal or deadline date and you will not be charged. Cancellations of web ads received after the renewal date will receive a prorated refund less a \$35 processing fee. Newsletter ads cannot be cancelled after the closing date (fifth of the month prior to publication). Web ad copy may be changed once per month. Renewal reminders will not be sent.

## MONTH OF NEWSLETTER ISSUE

Newsletters are published in odd months. Orders must be received by the fifth of the month prior to the month of publication, i.e. for the March issue, order is due by February 5.

- January 2017     March 2017     May 2017     July 2017     September 2017     November 2017  
 January 2018     March 2018     May 2018     July 2018     September 2018     November 2018

## PRE-PAYMENT IS REQUIRED

Total \$ \_\_\_\_\_ Pay by  Credit card (Complete authorization below. VISA or MasterCard only.)  Check — Make payable to PTWA

VISA or MC# \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_ Expiration \_\_\_\_\_ / \_\_\_\_\_ Total Authorized Amount \$ \_\_\_\_\_

Cardholder's name (please print) \_\_\_\_\_ Signature (required) \_\_\_\_\_

**SIGNATURE REQUIRED:** By signing below, you are verifying that this company is not linked to the financial gain of its referral source(s).

The APTA opposes participation in services linked to the financial gain of the referral source. Because of this policy, PTWA does not accept marketing revenue from a practice if any referring practitioner has a financial interest in the PT practice and refers patients to an employed physical therapist or to a physical therapist who supervises an employed physical therapist assistant. PTWA also does not accept orders from businesses that promote referral for profit arrangements.

Name (please print) \_\_\_\_\_ Signature \_\_\_\_\_

## AD GUIDELINES

**ORDER FORM:** A completed order form must accompany each advertising placement.

**NEWSLETTER DEADLINE:** The fifth of the month prior to month of issue. Example: If you wish to advertise in the March newsletter, we must receive your completed order form, advertisement and payment on or before February 5. Advertisements received after the closing date and before the newsletter goes to press may be accepted at the discretion of the newsletter staff based on space and time availability. If a closing date exception is granted, a \$75 RUSH CHARGE will be applied to the cost of the ad.

**LIMIT OF LIABILITY:** The liability of PTWA, its employees and officers shall be limited to the cost of the advertising purchased.

**CANCELLATIONS:** A service charge of \$35 will apply to newsletter ads cancelled on or before the closing date. No cancellations after the closing date.

**WEB CLASSIFIED ADVERTISING GUIDELINES:** Web ads will be posted online within two working days of receipt of ad copy and payment. Ads are grouped according to category (For Sale, Education, Products and Services, etc). All web ads are posted with text only and are formatted according to PTWA's graphic style. PTWA is not responsible for typos or other errors in submitted ad copy.

**COMPLIMENTARY COPY:** One complimentary copy of the *PTWA Connections* issue in which your ad runs will be sent to you (one each to Advertiser/Client and Advertising Agency, if applicable).

**NEWSLETTER CLASSIFIED ADVERTISING GUIDELINES:** Newsletter classified ads are printed in the next available newsletter, unless a later publication date is requested. All newsletter classified ads are text only and are formatted according to PTWA graphic style. PTWA is not responsible for typos or other errors in submitted ad copy.

**PTWA ADVERTISING POLICY:** Advertising, including inserts, must conform with the ethical standards and policies of the American Physical Therapy Association and the PTWA. PTWA reserves the right to decline any advertisement considered contrary or conflicting with APTA/PTWA policy or purpose. An advertisement appearing in PTWA publications does not imply or constitute endorsement of those products, services or employers by PTWA.