



NEWSLETTER DISPLAY ADVERTISING ORDER FORM

Order online at 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: _____

DISPLAY ADVERTISING RATES

Ad Size	Dimensions (including border) width x height	Employment Rate	Education, Sales, Service Rate
<input type="checkbox"/> 1/8 page	3.75" x 2.25"	\$95	\$70
<input type="checkbox"/> 1/4 page	3.75" x 4.5"	\$190	\$140
<input type="checkbox"/> 1/2 page (horiz)	8" x 4.5"	\$380	\$280
<input type="checkbox"/> 1/2 page (vert)	3.75" x 10"	\$380	\$280
<input type="checkbox"/> Full page	8" x 10"	\$570	\$420
<input type="checkbox"/> Insert	8.5" x 11"	\$300	\$225
PREMIUM PLACEMENT - BACK COVER			
<input type="checkbox"/> 1/2 page (h)	8" x 4.5"	\$570	\$420

* * MARCH NEWSLETTER ONLY * *		
Ad Size	Employment	Educ, Sales, Svc
<input type="checkbox"/> 1/8 page	\$145	\$110
<input type="checkbox"/> 1/4 page	\$285	\$220
<input type="checkbox"/> 1/2 page (horiz)	\$570	\$440
<input type="checkbox"/> 1/2 page (vert)	\$570	\$440
<input type="checkbox"/> Full page	\$855	\$660
<input type="checkbox"/> Insert	\$450	\$338
PREMIUM PLACEMENT - BACK COVER		
<input type="checkbox"/> 1/2 page (h)	\$855	\$660

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.

CLOSING DATE: 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. Advertisement 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.

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

NEWSLETTER ADVERTISING ARTWORK: All display ads must be submitted in digital format, and ads smaller than a full page must have a border. PTWA does not provide graphic design services for display advertisements, but can recommend a vendor to provide assistance. All digital ads must include a B&W proof (fax is acceptable). PTWA is not responsible for accuracy of an ad. Preferred file format is PDF. Media accepted include email or CD. PDF files must be saved as a minimum of 300 dpi, B&W/grayscale only and fonts must be embedded in the file.

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).

FLIERS AND INSERTS: All fliers must be printed on 8 1/2" x 11" text-weight paper. Advertiser must provide the total number of printed fliers, ready for insertion. Contact the PTWA office for details.

PTWA ADVERTISING POLICY: Advertising, including inserts, must conform with the ethical standards and policies of the American Physical Therapy Association and the PTWA. PTWA's Editorial Advisory Committee and staff reserve 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.

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