



MAILING LIST RENTAL AGREEMENT & ORDER FORM

Order online at www.ptwa.org/advertising • Rates effective through December 31, 2018

Company / Organization _____

Contact Name (Print): _____

Mailing Address: _____
Address City State Zip

Email: _____ Phone: (_____) _____

MAILING LIST TYPE AND FORMAT

ENTIRE MEMBERSHIP

APTA Member \$200
APTA Member # _____
Member Name _____

Non-Member \$280

SORTED LIST

County _____ City _____

Zipcode _____ Member Type: PT PTA Student

Amt Quoted: _____ (\$0.25 / address)

Please contact PTWA office at (800) 554-5569 ext. 13 or mailinglist@ptwa.org for quote before ordering.

FORMAT

Electronic (Excel format unless arranged otherwise) Self-adhesive labels (Add \$30)

PRE-PAYMENT AND SIGNATURE ARE REQUIRED

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

VISA or MC# _____ / _____ / _____ / _____ Expiration _____ / _____

Cardholder's Name (please print) _____ Signature (required) _____

I have read and agree to the limitations listed below for rental of the PTWA mailing list.

This company is not linked to the financial gain of its referral source(s). Please note: 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 _____

MAILING LIST INFORMATION

Our mailing list includes approximately 1,500-1600 member names. The list includes mostly physical therapists (PTs), but also includes some physical therapist assistants (PTAs) and PT/PTA students. Some of our members have chosen to not have their mailing information released to third parties. Email addresses, telephone and fax numbers are **NOT** included in the list.

ORDERING REQUIREMENTS: To place an order, complete, sign and return this form, accompanied by a sample mailing piece. A sample of the piece to be mailed must accompany your request, otherwise your order will not be processed. PTWA reserves the right to reject any mail piece that does not conform to the standards, principles and policies of the association.

PAYMENT TERMS: Purchase orders are not accepted. Orders must be paid in advance.

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

PRICING AND ORDERING

- \$280 for full list (approximately 2,000-2,200 addresses)
\$200 for APTA members
- 25 cents per address for sorted lists (can be sorted by county, city, zip or member type only)
\$50 minimum charge applies to all sorted lists
- \$30 additional charge for printed labels, which includes PTWA's cost of postage to mail them to you
- Mailing list orders are usually processed and sent within two to three business days

LIMITATIONS: The PTWA mailing list is the exclusive property of PTWA and is rented for ONE-TIME USE ONLY. PTWA takes appropriate measures to detect unauthorized use. Any reuse, reproduction, redistribution or recording of the information in the list is prohibited and will result in a \$280 charge for each unauthorized use.

There may be no reference to PTWA or APTA made in the piece to be mailed.

ELIGIBILITY: The following categories of people and organizations are eligible to use the PTWA mailing list:

- Commercial organizations whose products are eligible for advertising in APTA or PTWA publications
- Nonprofit or philanthropic organizations, such as recognized and accredited schools and national foundations
- Recognized and reputable health organizations
- Persons or organizations that provide continuing education for PTs and PTAs
- PTWA or APTA members for promotional needs on a case-by-case basis
- Elected officials or candidates who have been sponsors of PTWA or APTA legislative bills

Referral-for-profit companies are not eligible to rent the PTWA mailing list.