



# PTWA Web and Newsletter Classified Advertising Order Form

Order online at [www.ptwa.org/advertising](http://www.ptwa.org/advertising) • Rates effective June 1, 2011–December 31, 2012

Company/Client Name: \_\_\_\_\_

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

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

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

Advertising Agency (if applicable): \_\_\_\_\_ Agency Insertion Order/Reference No. (if applicable): \_\_\_\_\_

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

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

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

If you are placing a newsletter ad, one complimentary copy of the issue in which your ad runs will be sent to you (one each to Advertiser/Client and Advertising Agency, if applicable).

To order **NON-EMPLOYMENT\*** web and newsletter classified advertising placements, please choose from the following options:

Web and bonus newsletter classified advertising					
# of months/ issues	Word count	Web Classified	Add Newsletter Bonus (optional)	Bonus rate for March newsletter ONLY	Subtotal
	50 or less	<input type="checkbox"/> \$73	<input type="checkbox"/> \$26	<input type="checkbox"/> \$39	
	51–100	<input type="checkbox"/> \$149	<input type="checkbox"/> \$43	<input type="checkbox"/> \$65	
	101–150	<input type="checkbox"/> \$222	<input type="checkbox"/> \$63	<input type="checkbox"/> \$95	
	151–200	<input type="checkbox"/> \$298	<input type="checkbox"/> \$81	<input type="checkbox"/> \$119	
	201–300	<input type="checkbox"/> \$373	<input type="checkbox"/> \$99	<input type="checkbox"/> \$148	

Sign me up for **Auto Renew!**  
**I agree to the terms of Auto Renew\*** \_\_\_\_\_  
(please initial)

Web ads are usually posted within two business days.

\*If you would like to place an employment-related classified advertisement on our website and in our newsletter, please visit our career center at [jobs.pwa.org](http://jobs.pwa.org).

## Month of Newsletter Issue Orders must be received by the fifth of the month prior to the month of publication, i.e. for the March issue, order by February 5.

<input type="checkbox"/> Aug '11	<input type="checkbox"/> Sep '11	<input type="checkbox"/> Oct '11	<input type="checkbox"/> Dec '11	<input type="checkbox"/> Jan '12	<input type="checkbox"/> Feb '12	<input type="checkbox"/> Mar '12	<input type="checkbox"/> Apr '12	<input type="checkbox"/> May '12	<input type="checkbox"/> Jun '12
<input type="checkbox"/> Aug '12	<input type="checkbox"/> Sep '12	<input type="checkbox"/> Oct '12	<input type="checkbox"/> Dec '12	<input type="checkbox"/> Jan '13	<input type="checkbox"/> Feb '13	<input type="checkbox"/> Mar '13	<input type="checkbox"/> Apr '13	<input type="checkbox"/> May '13	<input type="checkbox"/> Jun '13

Newsletter not published in July or November.

## PREPAYMENT IS REQUIRED. All rates are net.

**Discount used** (multiple issues or Partners, Associates, Friends Programs - see marketing packet) **Total cost \$** \_\_\_\_\_

**Check enclosed** — payable to **PTWA**       **Credit card authorization completed below**

VISA or MasterCard No. \_\_\_\_\_ Expires \_\_\_\_\_ Total Authorized Amount \$ \_\_\_\_\_

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

## SIGNATURE REQUIRED: This company is not linked to the financial gain of its referral source(s).

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

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.

## Ad Guidelines

**Closing date:** The fifth of the month prior to the month of issue. Any 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. Web ads cancelled after they have been posted will receive a pro-rated refund less a \$35 service charge.

**Order form:** A completed order form must accompany each advertising placement, including renewals (unless the advertiser chooses to participate in Auto renew). Expired advertisements are kept on file for no more than 60 days.

**Rate changes:** Rates are effective through May 31, 2011.

**Web Classified Advertising:** We typically post web advertisements within two working days of receipt of ad copy and payment, and group them according to category (e.g. Employment, For Sale, Education, Products and Services). All web ads are posted classified-style (i.e. text only) and correspond with our graphic style. PTWA is not responsible for mistakes, typos or other errors in ad copy if they appear in submitted copy.

**Bonus Newsletter Classified Advertising:** Web advertisers may place their identical web ad in the next available issue of *PTWA Connections*, in the "Classified Ads" section, at a special discounted rate.

**Policies:** Advertising, including inserts, must conform with the ethical standards and policies of the American Physical Therapy Association and 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 employer by PTWA.

**\*Auto Renew:** By selecting Auto Renew, 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.

**\*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.

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800-554-5569, ext. 12 • Facsimile 360-352-7298 • [www.ptwa.org](http://www.ptwa.org) • [marketing@ptwa.org](mailto:marketing@ptwa.org)