



Marketing Programs

2011–2012



Free and low-cost marketing..... 2

PTWA mailing list rental—reach PTWA members where they live and work 3

Newsletter and web classified advertising—choose the Auto-Renew feature and never worry about missing an ad again 4

Display newsletter advertising—order five or more ads and get a discount 5

PTWA Conference sponsorships and exhibits—get face time with PTs, PTAs and students 6

Legislative Impact Day sponsorships—help PTWA lift the ban on spinal manipulation for as little at \$100 7

Partners, Associates and Friends—our convenient marketing packages are a great bargain 8

Membership Directory advertising—display ads in our annual membership directory start at \$400 9

Legislative Session Email Sponsors—reach PTWA members via email for \$75 10

Audio Course Presenting Sponsorships—present a PTWA Audio Course for \$100 10

Twelve Months to Better Balance Calendar Project—help fight the deadly epidemic of falls in Washington seniors 11

Rates effective June 1, 2011–May 31, 2012

Physical Therapy Association of Washington
 208 Rogers St NW • Olympia, WA 98502
 Ph: 360-352-7290 ext 12 • F: 360-352-7298
 marketing@ptwa.org • www.ptwa.org/advertising



MARKETING TO THE PTWA AUDIENCE ON A LIMITED BUDGET

Everyone is looking for ways to trim budgets these days, and marketing dollars are often the first on the chopping block. But you can still get your company name out there without spending a lot of money. Here are few ideas to help you market your company at little or no cost:

Free:

PTWA Conference and Events

- Wear your company shirt and attend or volunteer at PTWA conferences and events
- Post your event notices on the bulletin board panel at the PTWA display table
- Visit students presenting research posters at each Fall Conference
-

Low Cost

- \$63–\$140 | Sixth- or eighth-page newsletter display ad (prices range per ad, order five or more ads at once and receive a discount; see page 5 for rates)
- \$75 | Legislative Session Email Sponsorship (see page 10)
- \$99 | 50-word classified ad on the PTWA website for one month and in one edition of PTWA Connections newsletter (see page 4)
- \$100 | PTWA Audio Course Presenting Sponsorship (see page 10)
- \$100 | Student Lodging PT LID Sponsorship (see page 7)
- \$250 | Bronze Conference Sponsorship (see page 6)
- \$280 | Rent the PTWA mailing list for a one-time use (see page 3)
- \$400 | Half-page ad in the annual PTWA Membership Directory (see page 9)
- \$400 | Friends Program (a six-month marketing package which includes six months of web classified advertising, a significant discount on newsletter classified advertising, and more; see page 8)

PTWA Mailing List Rental

Order online at www.ptwa.org/advertising
Rates effective June 1, 2011–December 31, 2012

List Information

Our mailing list includes approximately 1,700 member names (PTs, PTAs, PT and PTA students and life/retired members) and either a business or home address, at the member's preference. We do not offer telephone numbers, fax numbers or email addresses.

Pricing and Ordering

- \$50 minimum charge
- \$280 full mailing list, approximately 1,700 members on list – \$80 discount for APTA members
- 25 cents per address for segmented sorts (i.e. geographic, membership category); \$50 minimum applies
- \$30 additional charge for printed labels, which includes shipping
- Mailing list orders are usually processed and sent within two to three business days

Eligibility Criteria

The following groups/individuals are eligible to rent the PTWA mailing list:

- Commercial organizations whose products are eligible for advertising in American Physical Therapy Association or PTWA publications
- Nonprofit or philanthropic organizations, such as recognized and accredited schools and foundations
- Recognized and reputable health care 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

Conditions of Use

The following conditions are stipulated and must be agreed to in writing by the individual or organization wishing to rent the PTWA mailing list:

- All materials to be included in the mailing must be submitted with the request and approved by PTWA
- **The PTWA mailing list is the exclusive property of PTWA and 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
- Mailings may not include any reference to PTWA or APTA

Newsletter and Web Classified Advertising Rates

PTWA Job Board

Order online at jobs.ptwa.org • Rates effective June 1, 2011–December 31, 2012

PTWA partners with JobTarget, an industry leader in job board development, integration and management, for its online job board; giving PTWA's employment marketplace unique features like:

- *Recruitment service gives employers exceptional access to PTWA's membership*
- *Employer job postings will reach a large number of highly skilled passive and active job seekers*
- *Career center also includes job broadcasting, the option to include a company profile and logo with a posting, and a pay-per-use resume bank.*

Place your job board ad in our newsletter for a small extra fee!



PTWA Web and Newsletter Classified Advertising

for products, education, for sale or lease

Order online at www.ptwa.org/advertising • Rates effective June 1, 2011–December 31, 2012

Web Classified Advertising

The PTWA website serves as a comprehensive resource about the association, its activities and leaders.

We typically post web advertisements within two business days of receipt of order, ad copy and payment, and group them according to category (e.g. For Sale, Education, Products and Services). All web ads are posted classified-style (i.e. text only) and correspond with our graphic style.

Newsletter Advertising

PTWA Connections, the official newsletter published by the Physical Therapy Association of Washington, Inc., includes legislative, reimbursement and association news important to physical therapy professionals in Washington.

Publication frequency: 10 times per year, monthly, except July and November

Circulation: About 2,700 (March issue circulation: about 6,000)

Distribution: About 2,400 members, as well as advertisers, subscribers and APTA leaders. We mail our March issue to all PTs and PTAs licensed in Washington state.

Deadline for placement and payment: fifth day of the month prior to publication (e.g. Feb. 5 for March newsletter)

Types of placements available: classified, display and insert

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.

Never worry about when your ad expires again! Sign up for our Auto Renew service and never miss a month of advertising.

How it works: Simply check the box on the order form to select Auto Renew. We will renew your ad and charge your credit card on the day the renewal takes effect.* It's that simple!

*The standard cancellation fee of \$35 applies to the first month (prior to renewal). For subsequent months, cancel by the renewal 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.**

Web and bonus newsletter classified advertising

Word count	Web classified	Newsletter bonus rate (optional)	Bonus rate for March Newsletter ONLY
50 or less	\$73	\$26	\$39
51–100	\$149	\$43	\$65
101–150	\$222	\$63	\$95
151–200	\$298	\$81	\$119
201–300	\$373	\$99	\$148

Display Advertising Rates (only available in newsletter)

Order online at www.ptwa.org/advertising • Rates effective June 1, 2011–December 31, 2012

All display ads must be electronic. PTWA does not provide typesetting or design services for display ads, but can recommend a vendor to provide assistance. All display ads, except full-page ads, must have a border set to the specified dimensions. Black and white ads and artwork only.

Table one: Employment

Rates for all employment-related ads. See Table two below for non-employment ads.

Rate for March 2012 issue: Table one rate x 1.5

The March 2012 issue is mailed to PTWA members plus all PTs and PTAs licensed in Washington, which more than doubles distribution.

# of issues	1/8 page wxh 3.5"x 2.25"	1/6 page wxh 3.5" x 2.875	1/4 page wxh 3.5" x 4.375"	1/3 page wxh 3.5" x 6"	1/2 page (v) wxh 3.5" x 9"	1/2 page (h) wxh 7.5" x 4.375"	Full page wxh 7.5" x 9"	Insert wxh 8.5" x 11"
one	\$93	\$140	\$185	\$279	\$372	\$373	\$559	\$496
two	\$186	\$280	\$370	\$558	\$746	\$746	\$1118	\$992
three	\$279	\$420	\$555	\$837	\$1,119	1,119	\$1,677	\$1,488
four	\$372	\$560	\$740	\$1,116	\$1,492	\$1,492	\$2,236	\$1,984
PRICES LISTED BELOW INCLUDE 10 PERCENT DISCOUNT FOR FIVE TO SEVEN ADS ORDERED TOGETHER AND PAID IN FULL IN ADVANCE								
five	\$419	\$630	\$832	\$1,256	\$1,679	\$1,679	\$2,516	\$2,232
six	\$502	\$756	\$999	\$1,507	\$2,014	\$2,014	\$3,019	\$2,678
seven	\$586	\$882	\$1,166	\$1,758	\$2,350	\$2,350	\$3,522	\$3,125
PRICES LISTED BELOW INCLUDE 15 PERCENT DISCOUNT FOR EIGHT TO TEN ADS ORDERED TOGETHER AND PAID IN FULL IN ADVANCE								
eight	\$632	\$952	\$1,258	\$1,897	\$2,536	\$2,536	\$3,801	\$3,373
nine	\$711	\$1,071	\$1,415	\$2,134	\$2,853	\$2,853	\$4,276	\$3,794
ten	\$791	\$1,190	\$1,572	\$2,371	\$3,171	\$3,171	\$4,751	\$4,216

Table two: Education, sales and service

Rates for all nonemployment-related ads. See Table one above for employment ads.

Rate for March 2012 issue: Table two rate x 1.5

The March 2012 issue is mailed to PTWA members plus all PTs and PTAs licensed in Washington, which more than doubles distribution.

# of issues	1/8 page wxh 3.5"x 2.25"	1/6 page wxh 3.5" x 2.875	1/4 page wxh 3.5" x 4.375"	1/3 page wxh 3.5" x 6"	1/2 page (v) wxh 3.5" x 9"	1/2 page (h) wxh 7.5" x 4.375"	Full page wxh 7.5" x 9"	Insert wxh 8.5" x 11"
one	\$63	\$93	\$125	\$185	\$247	\$247	\$373	\$496
two	\$126	\$186	\$250	\$370	\$494	\$494	\$746	\$992
three	\$189	\$279	\$375	\$555	\$741	\$741	\$1,119	\$1,488
four	\$252	\$372	\$500	\$740	\$988	\$988	\$1,492	\$1,984
PRICES LISTED BELOW INCLUDE 10 PERCENT DISCOUNT FOR FIVE TO SEVEN ADS ORDERED TOGETHER AND PAID IN FULL IN ADVANCE								
five	\$284	\$418	\$522	\$832	\$1,112	\$1,112	\$1,679	\$2,232
six	\$340	\$502	\$675	\$999	\$1,334	\$1,334	\$2,014	\$2,678
seven	\$397	\$586	\$788	\$1,166	\$1,556	\$1,556	\$2,350	\$3,125
PRICES LISTED BELOW INCLUDE 15 PERCENT DISCOUNT FOR EIGHT TO TEN ADS ORDERED TOGETHER AND PAID IN FULL IN ADVANCE								
eight	\$428	\$632	\$850	\$1,258	\$1,680	\$1,680	\$2,536	\$3,373
nine	\$482	\$711	\$956	\$1,415	\$1,890	\$1,890	\$2,853	\$3,794
ten	\$536	\$790	\$1,063	\$1,573	\$2,099	\$2,099	\$3,170	\$4,216

2011 PTWA Fall and 2012 Spring Conference Sponsorships and Exhibits

Rates effective June 1, 2011–December 31, 2012 • Order online at www.ptwa.org/sponsorship

Dates and locations:

October 28–30, 2011 | Greater Tacoma Convention & Trade Center
April 27–28, 2012 | Seattle/Tacoma area, location TBA

Saturation:

2,500 mailed pieces, 200–300 guests
2,500 mailed pieces, 200–300 guests

All levels receive:

- Contact information included in Sponsor and Exhibitor Directory included in each registrant's notebook
- Opportunity to provide conference guests with giveaways
- Clickable name or logo recognition on the PTWA website for three months or more

Additional benefits per level:

Presenting Sponsor \$2,500

One spot — PTWA Event Presenting Sponsorships are offered on a first-come, first-served basis. Presenting sponsors are limited to two consecutive events and will be asked to take a one-event hiatus at that level to allow other companies the opportunity to sponsor at the presenting level.

Benefits

- First option to provide conference tote bags
- Host a booth during conference weekend (Fri and Sat)
- Free conference registration for two participants**
- Logo and/or name recognition: conference brochure (if payment is received by June 5 for Fall Conference and December 5 for Spring Conference), conference handouts, conference notebook, sponsor recognition flier, on-site signage and *PTWA Connections* newsletter(s)
- Conference meals and name badge ribbons for two people

Platinum Sponsor \$1,750

Three spots

Benefits

- First option to sponsor conference notebooks, or provide lanyards or water bottles
- Host a booth during conference weekend (Fri and Sat)
- Free conference registration for one participant**
- Logo and/or name recognition: conference brochure, if payment is received by June 5 for Fall Conference and December 5 for Spring Conference, sponsor recognition flier, on-site signage and *PTWA Connections* newsletter(s)
- Conference meals and name badge ribbons for two people

Gold Sponsor \$1,500

Four to six spots available
three to five course sponsorships and one Chapter Meeting sponsorship

Benefits

- First option to provide pencils, pens, tablets of paper for sponsored event
- Host a booth throughout conference
- Free conference registration for one participant.**
- Logo and/or name recognition: conference mailings, if payment is received by June 5 for Fall Conference and December 5 for Spring Conference, sponsor recognition flier, on-site signage and *PTWA Connections* newsletter(s)
- Conference meals and name badge ribbons for two people

Silver Sponsor

Host a booth for one day \$1,000

Host a booth for two days..... \$1,350

Five to six spots available

Five meal sponsorships (Friday breakfast/Professional Issues Forum, Friday lunch, Saturday breakfast/program, Friday breaks, Saturday breaks) and one poster presentation sponsorship (Fall Conference only).

Benefits

- Provide travel coffee mugs for your sponsored event
- Host a booth the day of your sponsored event (Friday OR Saturday) for \$1,000 or pay \$1,350 for sponsorship and a booth for two days
- Provide giveaways for your sponsored event
- Logo and/or name recognition: conference brochure, if payment is received by June 5 for Fall Conference and December 5 for Spring Conference, sponsor recognition flier, on-site signage, and *PTWA Connections* newsletter(s)
- Conference meals and name badge ribbons for two people

**Exhibitor \$750 for Friday OR Saturday
..... \$1,250 for both days**

(\$375 and \$625 for product vendors*)

Spots may be limited

Benefits

- Host a booth during conference weekend
- Conference meals and name badge ribbons for two people

*Half-price special for product/equipment exhibitors is available (\$375 for one day or \$625 for two days) Discount rate does not apply to staffing agencies or organizations promoting employment opportunities.

Bronze Sponsor \$250

Unlimited spots available

Benefits

Logo and/or name recognition: sponsor recognition flier, on-site signage, and *PTWA Connections* newsletter(s)

** Clinical continuing education courses offered by PTWA are usually intended for health care professionals and should not be taken by individuals who are not licensed or otherwise regulated. Course content is not intended for use outside the learner's legal scope of practice. Please see conference brochure for admittance information.

Legislative Impact Day Sponsorships

Thursday, February 2, 2012, Olympia, Wash. • Order online at www.ptwa.org/eventsponsorship

Because we expect so many participants at 2012 Physical Therapy Legislative Impact Day, we will pitch three huge tents on the capitol lawn to serve as our home base. To make the event as convenient as possible for participants, PTWA provides buses from eastern Washington, Seattle and other locations as necessary, helps students pay for hotel rooms if they travel to the event and provides refreshments and lunch to all participants.

Presenting Sponsor* \$1,000 **(Exclusive: one spot available)**

Benefits

- Name and/or logo recognition on a banner inside the tent and print and electronic promotional pieces
- Name and/or logo recognition on signage and other event materials
- Provide guests with giveaways
- Logo on PTWA sponsor recognition website for three months with a link to your website or email address

Buy-A-Bus Sponsor..... \$750 **(Six spots available)**

This sponsorship supports the cost to rent buses to transport participants from all over the state.

Benefits

- Verbal recognition on buses
- Logo recognition on buses
- Name and/or logo recognition on signage and other event materials
- Provide guests with giveaways
- Logo placement on PTWA sponsor recognition website for three months with a link to your website or email address

Feed-The-Masses Sponsor \$500 **(Ten spots available)**

This sponsorship supports the cost of refreshments and lunch for PT LID participants.

Benefits

- Sponsorship of snacks and lunch for the event
- Logo placement on food tables
- Name and/or logo recognition on signage and other event materials
- Provide guests with giveaways
- Logo placement on PTWA sponsor recognition website for three months with a link to your website or email address

Pitch-A-Tent Sponsor \$250 **(Unlimited spots available)**

This sponsorship supports the cost to provide huge tents and heaters for PT LID participants

Benefits

- Logo placement inside tent at event
- Name recognition on signage and other event materials
- Name recognition on PTWA sponsor recognition website for three months with a link to your website or email address

Student Lodging Sponsor..... \$100 **(Unlimited spots available)**

This sponsorship supports the cost to house students traveling from Eastern Washington to attend PT LID

Benefits

- Name recognition on signage and other event materials
- Name recognition on PTWA sponsor recognition website for three months

** PTWA Event Presenting Sponsorships are given first-come, first-served, with first right of refusal being given to that event's current presenting sponsor. Presenting sponsors are limited to two consecutive events (each considered separately) and will be asked to take a one-event hiatus at that level to allow other companies the opportunity to sponsor at the presenting level. If a Presenting Sponsorship level is vacant six months prior to an event (e.g., July 22, 2009 for January 28, 2010 Legislative Impact Day), and a company is observing its hiatus period, the company will be offered the Presenting Sponsorship level. In this case, the hiatus period will be transferred to the next event.*

All other PTWA event sponsorship levels will be offered on a first-come, first-served basis.

PTWA Partners, Associates and Friends Program

Rates effective June 1, 2011–December 31, 2012 • Order online at jobs.ptwa.org

Always trying to reach PTs or PTAs? Try one of our convenient marketing packages. They are a great value!

PTWA Partners

More than \$7,000 in value — only \$1,550 for a one-year commitment
Limited to 16 Partners — Currently sold out (accepting waitlist)

- Recognition as a PTWA Partner on the PTWA home page for one year. This includes your company logo, with hyperlink to your website – **\$1,000 value**
- Additional logo placement on second tier page of PTWA's website – **\$500 value**
- Listed on Partners, Associates and Friends web gallery on PTWA's website – **\$900 value**
- One 100-word classified ad on the PTWA website – **\$1,788 value**
- Web bonus rate for newsletter classified advertising – **up to \$1,039 value**
- A quarter-page ad in two issues of *PTWA Connections* newsletter, any time during the Partner year, including our special March edition which is mailed to all licensed PTs and PTAs in Washington state – **up to \$559 value**. Credit for the cost of the advertisement may be applied to a larger ad.
- Recognition as a PTWA Partner in every issue of *PTWA Connections* – **\$250 value**
- Complimentary subscription to *PTWA Connections* – **\$50 value**
- Recognition on signage displayed at PTWA Spring and Fall Conferences – **\$100 value**
- Ten percent discount on additional ads placed on the PTWA website – **up to \$434 value**
- Ten percent discount on exhibit fee **or** sponsorship fee for PTWA Spring or Fall Conferences – **up to \$500 value**

PTWA Associates

More than \$4,600 in value — only \$1,000 for a one-year commitment
Unlimited Opportunities Available

- One 100-word year-round classified ad on the PTWA website – **\$1,788 value**
- One quarter-page ad in the *PTWA Connections* newsletter of choice, except March* – **\$185 value**
- Web bonus rates for newsletter classified ads – **up to \$1,039 value**
- Logo placement on second or third tier page of the PTWA website – **\$500 value**
- Listed on Partners, Associates and Friends web gallery on the PTWA website – **\$900 value**
- Recognized in Associates Program quarter-page ad in the March issue of *PTWA Connections* – **\$225 value**
- One-year subscription to *PTWA Connections* – **\$50 value**

PTWA Friends

More than \$1,300 in value — only \$400 for a six-month commitment
Unlimited Opportunities Available

- One 50-word classified ad on our website for six months – **\$438 value**
- Logo placement on a second or third tier page of our website for six months – **\$250 value**
- Logo placement in the Partners, Associates and Friends web gallery for six months – **\$450 value**

Plus choose two of the following options:

- Six-month subscription to *PTWA Connections* newsletter – **\$25 value**
- Web bonus rates on newsletter classified ads – **up to \$649 value**
- One quarter-page ad in the *PTWA Connections* newsletter of choice, except March* – **\$185 value**
- Ten percent discount on PTWA Spring or Fall Conference sponsorship or exhibiting – **up to \$250 value**
- Ten percent discount on additional classified advertising on the web – **up to \$224 value**

* Quarter-page newsletter ads to be used during the term of the marketing package. Credit for ads may be applied to larger ads or March newsletter ads.

2012 PTWA Membership Directory Advertising

Order online at www.ptwa.org/advertising
Rates effective June 1, 2011–December 31, 2012

The PTWA Membership Directory is distributed once a year to about 2,400 PTWA members and other interested parties, including PT and PTA schools in Washington, and others upon request. Member information in the directory is arranged alphabetically, geographically and by specialty area. In addition, the directory includes resource information about our association, as well as resource information provided through advertising.

Early Bird Advertising Rates*

Rates Are Net

Size	Rate	Ad Dimensions
Half page	\$400	7.5" x 4.5"
Full page	\$600	7.5" x 9.5"
Premium placement (call for availability)		
Inside front cover	\$1,000	7.5" x 10"
Page 1	\$1,000	7.5" x 10"
Opposite Table of Contents	\$750	7.5" x 9.5"
Inside back cover	\$750	7.5" x 10"
Half-page back cover	\$1,000	7.5" x 4.5"

*Signed space reservation, correct ad materials and complete payment must be received by July 29, 2011 to qualify for the early bird discount.

Open Advertising Rates**

Rates Are Net

Size	Rate	Ad Dimensions
Half page	\$500	7.5" x 4.5"
Full page	\$750	7.5" x 9.5"
Premium placement (call for availability)		
Inside front cover	\$1,250	7.5" x 10"
Page 1	\$1,250	7.5" x 10"
Opposite Table of Contents	\$950	7.5" x 9.5"
Inside back cover	\$950	7.5" x 10"
Half-page back cover	\$1,250	7.5" x 4.5"

**Signed space reservation, correct ad materials and complete payment must be received by August 26, 2011 to guarantee placement in the publication.

AD GUIDELINES

Closing dates: Friday, July 29, 2011 for early bird rates to apply and Friday, August 26, 2011 to guarantee placement in the publication. Any advertisement received after the final closing date and before the directory goes to press may be accepted at the discretion of the directory 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.

Directory 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 typeset display advertisements. For those advertisers who need typesetting services, PTWA can provide a referral.

Preferred digital format: All digital ads must include a B&W proof (fax is acceptable). PTWA is not responsible for accuracy of an ad if a hardcopy is not submitted. Preferred file format is PDF. Media accepted include email or CD. PDF files must be saved as a minimum of 300 dpi, B&W only and fonts must be embedded in the file.

Cancellations: A service charge of \$50 will apply to display ads cancelled on or before the final closing date. No cancellations after the final closing date.

Order form: A completed order form must accompany each advertising placement.

Rate changes: Rates are effective through December 31, 2012.

Low-cost advertising opportunities with PTWA

Tell PTWA members what makes you great with Legislative Session Email Sponsorships

In 30 words or less answer the question “*what makes your product or workplace so great?*” Your answer and contact information will appear at the top of a weekly legislative email written by PTWA Lobbyist Melissa Johnson that will go out to PTWA members during the legislative session, which runs from January to March in 2011.

Reach nearly 2,000 PTWA members for as little as \$75 for one email, or order three* and save \$25!

* limited to no more than three email sponsorships per customer per legislative session.

PTWA Audio Course Presenting Sponsorships

Audio Course Information

As a benefit to our members, PTWA offers continuing education courses delivered via telephone several times throughout each year.

How it works:

Practitioners and clinics register for the classes through PTWA. Registered locations receive an email confirmation with dial-in information and a web link to download handout materials. At the appointed time, practitioners join the call by dialing the toll-free number and giving the confirmation number.

Presenting Sponsorship of a PTWA Audio Course — \$100

- Exclusive sponsorship of a PTWA Audio Course.
- Name and/or logo recognition on print and electronic promotional pieces.
- Name and/or logo, including a link to your website or email address, on PTWA audio course website, course information and registration page.

We offer audio courses several times throughout the year and often receive just one month notice of their availability. To ensure your opportunity to sponsor one, email marketing@ptwa.org to be added to the waitlist. You will be contacted when an audio course becomes available.

Twelve Months to Better Balance Calendar Project

A community awareness project of the Thurston County Fall Prevention Coalition



Help fight the deadly epidemic of falls in Washington seniors

PTWA is working with the Thurston County Fall Prevention Coalition on its Twelve Months to Better Balance Calendar project. The custom created calendars feature Washington seniors demonstrating monthly exercises designed to improve balance, along with monthly health tips. Calendars are

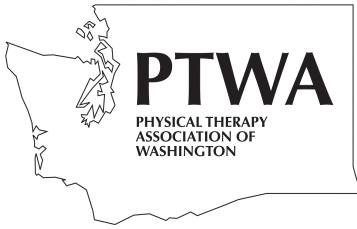
distributed to senior citizens throughout Washington by local businesses, health care providers and community organizations.

You can order custom imprinted calendars to distribute to your clients and customers for as little as \$1 each!

Ordering closes each year on July 1 for the next year's calendars. Calendars are available in September, just in time for Fall Prevention Awareness Day.

Visit www.ptwa.org/betterbalance.html for more information.

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tel: 360-352-7290 • 800-554-5569
fax: 360-352-7298 • www.ptwa.org
http://ptwa.wordpress.com



Join
the
conversation!

Post your comments on the
PTWA Blog:

This Just In:

**New news and top-drawer thoughts
from your chapter office**

<http://www.ptwa.wordpress.com>

Follow us on Twitter:

@ptwajackie, @ptwarachel

Find us on Facebook:

www.facebook.com/MyPTWA

Email your photos to post on Flickr:

www.flickr.com/photos/ptwa

(send photos to marketing@ptwa.org)