



PTWA Partners, Associates and Friends Program Order Form

Rates effective June 1, 2010–May 31, 2011 • Order online at www.ptwa.org/advertising

Company/Client Name as it should appear on signs and acknowledgements: _____

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: _____

To participate, please choose from the following options:

Partner \$1,550

(16 spots — currently full)

- Please put me on the waiting list
(please be advised: current Partners usually renew)

Associate \$1,000 (unlimited spots available)

- Logo sent by email
- 100-word classified ad enclosed or sent by email

Sign me up for Auto Renew!

I agree to the terms of Auto Renew* _____ (please initial)

Friend \$400 (unlimited spots available)

Choose two to complete your marketing package:

- PTWA Connections* subscription
- Web bonus rates on newsletter classifieds
- Free quarter-page newsletter display advertisement
- Discount on conference sponsorships/exhibiting
- Discount on web classified advertising

- Logo sent by email
- 50-word classified ad enclosed or sent by email

PREPAYMENT IS REQUIRED. All rates are net.

Total: \$ _____ 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.

Guidelines

Email (jpg preferred) your company logo for your company recognition. PTWA will automatically recognize Partners and Associates in designated newsletter, *PTWA Connections* and on the PTWA website, and will recognize Partners on PTWA Fall and Spring Conference signage. PTWA will automatically sign up participants for a complimentary copy of our newsletter, *PTWA Connections*, if applicable. Partners, Associates and Friends are responsible for submitting benefit advertisements and requesting discounts associated with program benefits. Program agreement will run one year (Partners and Associates) or six months (Friends) from date payment is received. Complimentary web ads may be updated monthly. All advertising, including inserts, must conform with the ethical standards and policies of the American Physical Therapy Association (APTA) 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 employer by the PTWA.

***Auto Renew:** By selecting Auto Renew, the Partner, Associate or Friend agrees to allow PTWA to charge the price of the marketing package to the credit card on this order form on the closest business day after the package expires until the Partner, Associate or Friend cancels the package.

***Auto Renew Cancellation:** PTWA will send an email reminder the month before your package expires. If you do not wish to renew, cancel (in writing/via email) on or before the day the marketing package expires and you will not be charged. Cancellations received after the package has been renewed will receive a prorated refund, less a \$50 processing fee.

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