



2010 Fall Conference Notebook Advertising Order Form

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 order Conference Notebook advertising please choose from the following options:

Ad size and placement	Rate	Dimensions width x height
black and white		
Half page	<input type="checkbox"/> \$75	7.5" x 4.5"
Full page	<input type="checkbox"/> \$125	7.5" x 9.5"
Premium placement (call for availability)		
Inside front cover	<input type="checkbox"/> \$175	7.5" x 9.5"
Page 1 (next to games)	<input type="checkbox"/> \$175	7.5" x 9.5"
Inside back cover	<input type="checkbox"/> \$135	7.5" x 9.5"
Outside back cover	<input type="checkbox"/> \$175	7.5" x 9.5"

The cost for Conference Notebook advertisements is in addition to sponsorship or exhibiting fees.

Conference Notebook advertising placements are sold on a first-come, first-served basis and are reserved for conference sponsors and exhibitors. If you would like to purchase an ad and are not planning to exhibit at conference, please see our conference website, www.ptwa.org/sponsorship for details on a Bronze Sponsorship.

PREPAYMENT IS REQUIRED. All rates are net.

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

Deadline: Friday, October 1, 2010 is the deadline for ad placement in the 2010 Fall Conference Notebook. Order form, art and payment must be received by the deadline to guarantee placement in the notebook.

Cancellations: A processing fee of \$35 will apply to ads cancelled on or before the deadline date. No cancellations after the deadline date.

Ad placement: Positioning of advertisement shall be under the exclusive discretion and control of conference staff unless a premium placement is purchased by the advertiser.

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, correct or alter display advertisements. For those advertisers who need typesetting services, PTWA can provide a referral.

Preferred digital format: All digital ads must include a black and white proof (fax is acceptable). PTWA is not responsible for accuracy of an ad if a proof 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.

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

Policy: Advertising 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.