



# 2010 Spring 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 black and white	Rate	Dimensions width x height
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](http://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:** Wednesday March 24, 2010 is the deadline for ad placement in the 2010 Spring 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.