



PTWA Newsletter Display Advertising Order Form

(Order online at www.ptwa.org/advertising • See page 5 of the marketing brochure for details)
Rates effective June 1, 2009–May 31, 2010

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: _____

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 newsletter display advertising placements, please choose from the following options:

| Display advertising rates | | | |
|---------------------------------------|---------------------------|-----------------|--------------------------------|
| Ad Size | Dimensions (with borders) | Employment rate | Education, sales, service rate |
| <input type="checkbox"/> Insert | 8.5" x 11" | \$468 | \$468 |
| <input type="checkbox"/> Full page | 7.5" x 9" | \$527 | \$351 |
| <input type="checkbox"/> 1/2 page (h) | 7.5" x 4.375" | \$351 | \$233 |
| <input type="checkbox"/> 1/2 page (v) | 3.5" x 9" | \$351 | \$233 |
| <input type="checkbox"/> 1/3 page | 3.5" x 6" | \$263 | \$175 |
| <input type="checkbox"/> 1/4 page | 3.5" x 4.375" | \$175 | \$117 |
| <input type="checkbox"/> 1/6 page | 3.5" x 2.875" | \$132 | \$87 |
| <input type="checkbox"/> 1/8 page | 3.5" x 2.25" | \$87 | \$59 |

| Display advertising rates for March Newsletter ONLY | | |
|---|-----------------|--------------------------------|
| Ad Size | Employment rate | Education, sales, service rate |
| <input type="checkbox"/> Insert | \$702 | \$702 |
| <input type="checkbox"/> Full page | \$791 | \$527 |
| <input type="checkbox"/> 1/2 page (h) | \$527 | \$350 |
| <input type="checkbox"/> 1/2 page (v) | \$527 | \$350 |
| <input type="checkbox"/> 1/3 page | \$395 | \$263 |
| <input type="checkbox"/> 1/4 page | \$263 | \$176 |
| <input type="checkbox"/> 1/6 page | \$198 | \$131 |
| <input type="checkbox"/> 1/8 page | \$131 | \$89 |

| 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 '09 | <input type="checkbox"/> Sep '09 | <input type="checkbox"/> Oct '09 | <input type="checkbox"/> Dec '09 | <input type="checkbox"/> Jan '10 | <input type="checkbox"/> Feb '10 | <input type="checkbox"/> Mar '10 | <input type="checkbox"/> Apr '10 | <input type="checkbox"/> May '10 | <input type="checkbox"/> Jun '10 | |
| <input type="checkbox"/> Aug '10 | <input type="checkbox"/> Sep '10 | <input type="checkbox"/> Oct '10 | <input type="checkbox"/> Dec '10 | <input type="checkbox"/> Jan '11 | <input type="checkbox"/> Feb '11 | <input type="checkbox"/> Mar '11 | <input type="checkbox"/> Apr '11 | <input type="checkbox"/> May '11 | <input type="checkbox"/> Jun '11 | |
| No newsletter 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: fifth of the month prior to month of issue.
Example: If you wish to advertise in the March newsletter, your completed order form, advertisement and payment must be received on or before February 5. 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.

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

Newsletter 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. All digital ads must include a B&W proof (fax is acceptable). PTWA is not responsible for accuracy of an ad. 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.

Rate changes: Rates are effective through May 31, 2010.

Fliers and inserts: All fliers must be printed on 8 1/2" x 11" text-weight paper. Advertiser must provide the total number of printed fliers, ready for insertion. Contact the PTWA office for details.

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



PTWA Web and Newsletter Classified Advertising Order Form

Order online at www.ptwa.org/advertising • Rates effective June 1, 2009–May 31, 2010

See page 5 of the marketing brochure for details

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 web and/or 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"/> \$69 | <input type="checkbox"/> \$24 | <input type="checkbox"/> \$36 | |
| | 51-100 | <input type="checkbox"/> \$141 | <input type="checkbox"/> \$41 | <input type="checkbox"/> \$62 | |
| | 101-150 | <input type="checkbox"/> \$210 | <input type="checkbox"/> \$59 | <input type="checkbox"/> \$87 | |
| | 151-200 | <input type="checkbox"/> \$281 | <input type="checkbox"/> \$77 | <input type="checkbox"/> \$113 | |
| | 201-300 | <input type="checkbox"/> \$351 | <input type="checkbox"/> \$93 | <input type="checkbox"/> \$140 | |

| Newsletter only classified advertising | | |
|--|------------------------|----------|
| # of words | | Subtotal |
| | x _____ price per word | \$ |

| Newsletter only classified rates per word | | | | |
|---|--------------------|---------------|---------------|------------|
| Type | one to four issues | five to seven | eight or more | March ONLY |
| Employment | \$2.33 | \$2.10 | \$1.98 | \$3.51 |
| Education, sales, service | \$1.46 | \$1.31 | \$1.24 | \$2.19 |

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.

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 '09 | <input type="checkbox"/> Sep '09 | <input type="checkbox"/> Oct '09 | <input type="checkbox"/> Dec '09 | <input type="checkbox"/> Jan '10 | <input type="checkbox"/> Feb '10 | <input type="checkbox"/> Mar '10 | <input type="checkbox"/> Apr '10 | <input type="checkbox"/> May '10 | <input type="checkbox"/> Jun '10 |
| <input type="checkbox"/> Aug '10 | <input type="checkbox"/> Sep '10 | <input type="checkbox"/> Oct '10 | <input type="checkbox"/> Dec '10 | <input type="checkbox"/> Jan '11 | <input type="checkbox"/> Feb '11 | <input type="checkbox"/> Mar '11 | <input type="checkbox"/> Apr '11 | <input type="checkbox"/> May '11 | <input type="checkbox"/> Jun '11 |

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, 2010.

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 pro-rated 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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