

PTWA Newsletter and Web Advertising

PTWA Connections, the official newsletter published by the **Physical Therapy Association of Washington, Inc.**, provides association members with information relevant to the practice of physical therapy. It includes legislative news, reimbursement news and association information that is important to physical therapy professionals in Washington. Our website serves as a comprehensive resource about the association, its activities and its leaders. Our specialized group of newsletter readers and website visitors includes PTs, PTAs and students, at all levels of the profession, in a variety of practice settings, with a variety of special interests. Our newsletter reaches all PT and PTA universities and schools in Washington, as well as select businesses, institutions, hospitals and government agencies in Washington and other states.

Newsletter Advertising

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

Circulation: About 2,350 (March 2010 issue circulation: 5,000)

Distribution: About 2,200 members, as well as advertisers, subscribers and APTA leaders. We will mail our March 2010 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

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.

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.

Classified Advertising Rates

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

Web and bonus newsletter classified advertising			
Word count	Web Classified	Add Newsletter Bonus (optional)	Bonus rate for March newsletter ONLY
50 or less	\$69	\$24	\$36
51–100	\$141	\$41	\$62
101–150	\$210	\$59	\$87
151–200	\$281	\$77	\$113
201–300	\$351	\$93	\$140

Never worry about when your ad expires again!

Sign up for our new **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 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.

Newsletter only advertising		
# of issues	Cost per word	Cost per word March edition
Employment		
one to four	\$2.33	\$3.51
five to seven	\$2.10	
eight or more	\$1.98	
Education, sales, service		
one to four	\$1.46	\$2.19
five to seven	\$1.31	
eight or more	\$1.24	

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 800-554-5569, ext. 12 • Facsimile 360-352-7298 • www.ptwa.org • ptwa.wordpress.com • marketing@ptwa.org

Display Advertising Rates (only available for newsletter)

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

All display ads must be electronic (preferred) or camera-ready. 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 1: Employment

<i>Rates for all employment-related ads.</i> See Table 2 below for non-employment ads.								
Rate for MARCH 2010 issue: Table 1 rates x 1.5; March 2010 issue is mailed to PTWA members plus other licensed PTs and PTAs in Washington, which more than doubles distribution.								
# of issues	<i>1/8 page</i> wxh 3.5" x 2.25"	<i>1/6 page</i> wxh 3.5" x 2.875"	<i>1/4 page</i> wxh 3.5" x 4.375"	<i>1/3 page</i> wxh 3.5" x 6"	<i>1/2 page (V)</i> wxh 3.5" x 9"	<i>1/2 page (H)</i> wxh 7.5" x 4.375"	<i>Full page</i> wxh 7.5" x 9"	<i>Insert</i> wxh 8.5" x 11"
1	\$87	\$132	\$175	\$263	\$351	\$351	\$527	\$468
2	\$174	\$264	\$350	\$526	\$702	\$702	\$1054	\$936
3	\$261	\$396	\$525	\$789	\$1053	\$1053	\$1581	\$1404
4	\$348	\$528	\$700	\$1052	\$1404	\$1404	\$2108	\$1872
PRICES LISTED BELOW INCLUDE 10 PERCENT DISCOUNT FOR FIVE TO SEVEN ADS PAID IN FULL IN ADVANCE.								
5	\$392	\$594	\$788	\$1184	\$1580	\$1580	\$2372	\$2106
6	\$470	\$713	\$945	\$1420	\$1895	\$1895	\$2846	\$2527
7	\$548	\$832	\$1103	\$1657	\$2211	\$2211	\$3320	\$2948
PRICES LISTED BELOW INCLUDE 15 PERCENT DISCOUNT FOR EIGHT OR MORE ADS PAID IN FULL IN ADVANCE.								
8	\$592	\$898	\$1190	\$1788	\$2387	\$2387	\$3584	\$3182
9	\$665	\$1010	\$1339	\$2012	\$2685	\$2685	\$4032	\$3580
10	\$740	\$1122	\$1488	\$2236	\$2984	\$2984	\$4480	\$3978

Table 2: Education, Sales, Service

<i>Rates for all general advertising, excluding employment-related ads.</i>								
Rate for MARCH 2010 issue: Table 2 rates x 1.5; March 2010 issue is mailed to PTWA members plus other licensed PTs and PTAs in Washington, which more than doubles distribution.								
# of issues	<i>1/8 page</i> wxh 3.5" x 2.25"	<i>1/6 page</i> wxh 3.5" x 2.875"	<i>1/4 page</i> wxh 3.5" x 4.375"	<i>1/3 page</i> wxh 3.5" x 6"	<i>1/2 page (V)</i> wxh 3.5" x 9"	<i>1/2 page (H)</i> wxh 7.5" x 4.375"	<i>Full page</i> wxh 7.5" x 9"	<i>Insert</i> wxh 8.5" x 11"
1	\$59	\$87	\$117	\$175	\$233	\$233	\$351	\$468
2	\$118	\$174	\$234	\$350	\$466	\$466	\$702	\$936
3	\$177	\$261	\$351	\$525	\$699	\$699	\$1053	\$1404
4	\$236	\$348	\$468	\$700	\$932	\$932	\$1404	\$1872
PRICES LISTED BELOW INCLUDE 10 PERCENT DISCOUNT FOR FIVE TO SEVEN ADS PAID IN FULL IN ADVANCE.								
5	\$266	\$392	\$527	\$788	\$1049	\$1049	\$1580	\$2106
6	\$319	\$470	\$632	\$945	\$1258	\$1258	\$1895	\$2527
7	\$372	\$548	\$737	\$1103	\$1468	\$1468	\$2211	\$2948
PRICES LISTED BELOW INCLUDE 15 PERCENT DISCOUNT FOR EIGHT OR MORE ADS PAID IN FULL IN ADVANCE.								
8	\$401	\$592	\$796	\$1190	\$1584	\$1584	\$2387	\$3182
9	\$451	\$665	\$895	\$1339	\$1782	\$1782	\$2685	\$3580
10	\$502	\$740	\$995	\$1488	\$1981	\$1981	\$2984	\$3978