



PTWA 2010 Directory Advertising Order Form

Rates effective June 1, 2009–May 31, 2010 • 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: _____

If you are placing a directory ad, one complimentary copy of the directory will be sent to you (one each to Advertiser/Client and Advertising Agency, if applicable).

To order directory advertising please choose from the following options:

Ad size and placement black and white	Early Bird Rate* Deadline July 24, 2009	Open rate** Deadline Aug. 28, 2009	Dimensions width x height
Half page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$500	7.5" x 4.5"
Full page	<input type="checkbox"/> \$600	<input type="checkbox"/> \$750	7.5" x 9.5"
Premium placement (call for availability)			
Inside front cover	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$1250	7.5" x 10"
Page 1	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$1250	7.5" x 10"
Opposite T of C	<input type="checkbox"/> \$750	<input type="checkbox"/> \$950	7.5" x 9.5"
Inside back cover	<input type="checkbox"/> \$750	<input type="checkbox"/> \$950	7.5" x 10"
Outside back cover (half page)	<input type="checkbox"/> \$1000	<input type="checkbox"/> \$1250	7.5" x 4.5"

*Signed space reservation, correct ad materials and complete payment must be received by Friday, July 24, 2009 to qualify for the discounted early bird rate.

**Signed space reservation, correct ad materials and complete payment must be received by Friday, August 28, 2009 to guarantee placement in the publication.

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

Closing dates: Friday, July 24, 2009 for early bird rates to apply and Friday, August 28, 2009 to guarantee placement in the publication. Any advertisement received after the final closing date and before the directory goes to press may be accepted at the discretion of the directory 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 processing fee of \$50 will apply to ads cancelled on or before the final closing date. No cancellations after the final closing date.

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

Directory 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.

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

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.