

# PTWA 2010 Membership Directory Advertising

Order online at [www.ptwa.org/advertising](http://www.ptwa.org/advertising)

*Rates effective June 1, 2009–May 31, 2010*

The PTWA Membership Directory is distributed once a year to about 2,300 PTWA members and other interested parties, including more than 2,000 members, PT and PTA schools in Washington, and others upon request. Member information in the directory is arranged alphabetically, geographically and by specialty area. In addition, the directory includes resource information about our association, as well as resource information provided through advertising.

## Early Bird Advertising Rates\*

Rates Are Net

Size	Rate	Ad Dimensions
Half page	\$400	7.5" x 4.5"
Full page	\$600	7.5" x 9.5"
<b>Premium placement</b> (call for availability)		
Inside front cover	\$1,000	7.5" x 10"
Page 1	\$1,000	7.5" x 10"
Opposite Table of Contents	\$750	7.5" x 9.5"
Inside back cover	\$750	7.5" x 10"
Half-page back cover	\$1,000	7.5" x 4.5"

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

## Open Advertising Rates\*\*

Rates Are Net

Size	Rate	Ad Dimensions
Half page	\$500	7.5" x 4.5"
Full page	\$750	7.5" x 9.5"
<b>Premium placement</b> (call for availability)		
Inside front cover	\$1,250	7.5" x 10"
Page 1	\$1,250	7.5" x 10"
Opposite Table of Contents	\$950	7.5" x 9.5"
Inside back cover	\$950	7.5" x 10"
Half-page back cover	\$1,250	7.5" x 4.5"

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

## 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.

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

**Preferred digital format:** All digital ads must include a B&W proof (fax is acceptable). PTWA is not responsible for accuracy of an ad if a hardcopy 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.

**Cancellations:** A service charge of \$50 will apply to display ads cancelled on or before the final closing date. No cancellations after the final closing date.

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

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