

# Twelve Months to Better Balance 2010 Calendar Advertising Order Form

Company/Client Name (as it should appear on 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: \_\_\_\_\_

## Order online at [www.ptwa.org/betterbalance.html](http://www.ptwa.org/betterbalance.html)

- Month Presenter . . . \$4,500 (\$5,400 after April 30)

Month(s) I would like to purchase: \_\_\_\_\_

WxH: 2" x 1"

- Happy Holidays ..... \$1,250 (\$1,500 after April 30)

Holiday(s) I would like to purchase: \_\_\_\_\_

WxH: 1" x .5"

- Sponsor the Moon ..... \$1,250 (\$1,500 after April 30)

Moon(s) (full or new, month) I want to purchase: \_\_\_\_\_

WxH: 1" x .5"

- Payday.....\$1,250 (\$1,500 after April 30)

Payday(s) I want to purchase: \_\_\_\_\_

WxH: 1" x .5"

- TGIF ..... \$1,000 (\$1,200 after April 30)

Friday(s) I want to purchase: \_\_\_\_\_

WxH: 1" x .5"

## Deadlines:

April 10, 2009 – Order and pay for advertising and receive free shipping and the early bird rates above.

April 30, 2009 – After this date, the above advertising rates increase by 20 percent.

May 15, 2009 – Final date to order and pay for advertising; final date to provide logos.

July 1, 2009 – Last day to order custom imprints.

**PREPAYMENT IS REQUIRED. All rates are net.**

Total: \$ \_\_\_\_\_  Check enclosed — payable to PTWA (project manager)  Credit card authorization completed below

VISA or MasterCard Number \_\_\_\_\_ Expires \_\_\_\_\_ Total Authorized Amount \$ \_\_\_\_\_

Cardholder's Name (please print) \_\_\_\_\_ Signature (required) \_\_\_\_\_

## Advertising Cancellations and Refunds

Cancellations received before April 10, 2009 will receive a full refund, minus a \$50 service charge. Cancellations between April 11 and 30, 2009 will receive a 50 percent refund. No cancellations after April 30, 2009.

## Advertising Artwork Guidelines

Email (high resolution jpg or eps preferred) your company logo for inclusion on the calendar. Advertisers are responsible for the delivery of advertising materials to the PTWA and all costs incurred as a result of delivery. Artwork must conform with the ethical standards and policies of APTA. Except for custom imprints, advertising proofs will not be provided. Positioning of artwork will be at the exclusive discretion of calendar staff. Advertising artwork will appear in full color.

A project of the Thurston County Fall Prevention Coalition and managed by the Physical Therapy Association of Washington.

Contact PTWA at [marketing@ptwa.org](mailto:marketing@ptwa.org), 360-352-7290, ext. 12, 800-554-5569, ext. 12 or by fax 360-352-7298.

# Twelve Months to Better Balance 2010 Calendar Custom Imprint Order Form

Company/Client Name (as it should appear on 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: \_\_\_\_\_

## Section A: Advertisers Only (to be used in conjunction with purchases of Month, Happy Holidays, Sponsor the Moon, Payday and TGIF advertising. For all other orders, please use Section B.)

Amount of advertising purchased: \$ \_\_\_\_\_

Quantity	Description	Subtotal
	<b>Number of free custom imprinted calendars desired</b> (up to 50 for every \$2,000 of advertising purchased).	FREE
	<b>Additional custom imprinted calendars at \$75 per 100</b> (order in quantities of 100, maximum of 10,000 calendars per customer)	\$
	<b>Shipping: \$35 per 100, \$125 per 500, \$200 per 1,000</b> Order and pay for advertising by April 10, 2009 and receive free shipping!	\$
	<b>Total</b>	\$

## Section B: Non-advertisers Only

Quantity	Price (ea)
50	\$2.00
100	\$1.75
150	\$1.50
200+	\$1.00
Order in quantities of 50 Max. quantity 10,000	

Quantity	Description	Subtotal
	x \$ _____ price per piece	\$
	<b>Shipping</b> <b>\$35 per 100, \$125 per 500, \$200 per 1,000</b> Order custom imprints during the month of April and receive free shipping!	\$
	<b>Total</b>	\$

**PREPAYMENT IS REQUIRED. All rates are net.**

Total: \$ \_\_\_\_\_  Check enclosed — payable to PTWA (project manager)  Credit card authorization completed below

VISA or MasterCard Number \_\_\_\_\_ Expires \_\_\_\_\_ Total Authorized Amount \$ \_\_\_\_\_

Cardholder's Name (please print) \_\_\_\_\_ Signature (required) \_\_\_\_\_

### Custom Imprint Artwork Guidelines

Custom imprint area: four lines of type, maximum of 50 characters per line, logo imprint area 1-1/2" x 3", black type only. Logo should be EPS file. A minimum \$10 charge will apply to recreate logos not in the proper format. Email logo and copy, as you wish it to appear, to marketing@ptwa.org. Custom imprints appear in black and white.

### Cancellations and Refunds

Cancellations received by June 1, 2009 will receive a full refund, less a \$50 service fee. Cancellations received between June 2 and July 1, 2009 will receive a 50 percent refund. No cancellations after July 1, 2009.