

PTWA 2009 Membership Directory Advertising

Order online at www.ptwa.org/advertisinghome.htm

Rates effective 6/1/08-5/31/09

The PTWA Membership Directory is distributed once a year to approximately 2,600 members and other interested parties, including 2,000+ PTWA members, PT and PTA schools in Washington state, and others upon request. This edition of our membership directory will contain the names and contact information for over 1,700 current members (some members prefer not to be listed) of the Washington Chapter of the American Physical Therapy Association. 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 your advertising.

EARLY BIRD ADVERTISING RATES* [RATES ARE NET]

Black & White	EB rate	ad size (wxh)	Reservation, materials and payment due Friday, Jul 25, 2008
½ Page	\$400	7½" x 4½"	
Full Page	\$600	7½" x 9½"	
Cover 2 (inside front)	\$1000	7½" x 10"	
Page 1	\$1000	7½" x 10"	
Opposite TOC	\$750	7½" x 9½"	
Cover 3 (inside back)	\$750	7½" x 10"	
Cover 4 (½ page back cover)	\$1000	7½" x 4½"	

**Signed space reservation, correct ad materials and complete payment* must be received by July 25, 2008 to qualify for the discounted early bird rate.

OPEN ADVERTISING RATES [RATES ARE NET]**

Black & White	rate	ad size (wxh)	Reservation, materials and payment due Friday, Aug 22, 2008
½ Page	\$500	7½" x 4½"	
Full Page	\$750	7½" x 9½"	
Cover 2 (inside front)	\$1250	7½" x 10"	
Page 1	\$1250	7½" x 10"	
Opposite TOC	\$950	7½" x 9½"	
Cover 3 (inside back)	\$950	7½" x 10"	
Cover 4 (1/2 page back cover)	\$1250	7½" x 4½"	

***Signed space reservation, correct ad materials and complete payment* must be received by August 22, 2008 to guarantee placement in the publication.

AD GUIDELINES

Directory advertising artwork: All display ads must be submitted as camera ready or in digital format, and ads smaller than a full page must have a border. Faxed copy will not be accepted as camera-ready artwork. Do not fold artwork. 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, floppy disk 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 \$25 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. All ad placements must be submitted in writing; no directory advertisement orders will be accepted over the phone.

Rate changes: Rates are effective through May 31, 2009.