



Marketing Programs

2009–2010



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What's new

- **Auto-Renew program** — never worry about your classified ad expiring again!
Details on page 4
- **Redesigned Friends program** — make your own marketing package with only a six-month commitment.
Details on page 8
- **New Conference Sponsorships.**
Details on page 6
- **Audio Course Sponsorships** — For only \$100 you can be the presenting sponsor of a PTWA Audio Course!
Details on page 10
- **Legislative Email Sponsorships** — Reach nearly 2,000 PTWA members for as little as \$75 with this new sponsorship opportunity!
Details on page 10
- **Online ordering for almost all of our marketing programs!**
Visit www.ptwa.org/advertising to place your order.

The enclosed rates are effective from June 1, 2009 through May 31, 2010.

Some rates will increase each year on June 1. Place your ads before the rate increase each year and save!

MARKETING

ON A

LIMITED BUDGET

Everyone is looking for ways to trim budgets these days, and marketing dollars are often the first on the chopping block. But you can still get your company name out there without spending a lot of money.

Here are few ideas to help you market your company at little or no cost:

Free Promotional Opportunities:

PTWA Conference and Events

- Wear your company shirt and attend PTWA conferences and events
- Wear your company shirt and volunteer at PTWA conferences and events
- Staff the registration table and meet people as they are checking in
- Staff the sign-in table for the Chapter Meeting
- Post your event notices on the bulletin board panel at the PTWA display table
- Visit students presenting research posters at each Fall Conference

Contact Local and Regional Physical Therapy and Physical Therapist Assistant Schools

- Provide internships for students
- Exhibit at job fairs
- Seek additional advertising opportunities they may offer (on-site job postings, email listings, etc.)

Low-Cost Promotional Opportunities

- **\$59-\$132** – 1/6 or 1/8 page newsletter display ad (prices range per ad, order five or more ads at once and receive a discount; see page 5 for rates)
- **\$75** – Legislative Session Email Sponsorship (see page 10)
- **\$93** – 50-word classified ad on the PTWA website for one month and in one edition of *PTWA Connections* newsletter (see page 4)
- **\$100** – PTWA Audio Course Sponsorship (see page 10)
- **\$100** – Student Lodging PT LID Sponsorship (see page 7)
- **\$250** – Bronze Conference Sponsorship (see page 6)
- **\$280** – Rent the PTWA mailing list for a one-time use (see page 3)
- **\$400** – Half-page ad in the annual PTWA Membership Directory (see page 9)
- **\$400** – Friends Program (a six-month marketing package that includes one-year of web classified advertising, a significant discount on newsletter classified advertising, and more; see page 8)
- **\$1,000** – Associates Program (a one-year marketing package that includes one-year of web classified advertising, a significant discount on newsletter classified advertising, and more; see page 8)

PTWA Mailing List Rental

Order online at www.ptwa.org/advertising

Rates effective June 1, 2009–May 31, 2010

List Information

Our mailing list includes approximately 1,700 member names (PTs, PTAs, PT and PTA students and life/retired members) and either a business or home address, at the member's preference. We do not offer telephone numbers, fax numbers or email addresses.

Pricing and Ordering

- \$50 minimum charge
- \$280 full mailing list, approximately 1,700 members on list – \$80 discount for APTA members
- 25 cents per address for segmented sorts (i.e. geographic, membership category); \$50 minimum applies
- \$30 additional charge for printed labels, which includes PTWA's cost of postage to ship labels to you
- Mailing list orders are usually processed and sent within two to three business days

Eligibility Criteria

The following groups/individuals are eligible to rent the PTWA mailing list:

- Commercial organizations whose products are eligible for advertising in American Physical Therapy Association or PTWA publications
- Nonprofit or philanthropic organizations, such as recognized and accredited schools and foundations
- Recognized and reputable health care organizations
- Persons or organizations that provide continuing education for PTs and PTAs
- PTWA or APTA members, for promotional needs, on a case-by-case basis
- Elected officials or candidates who have been sponsors of PTWA or APTA legislative bills

Conditions of Use

The following conditions are stipulated and must be agreed to in writing by the individual or organization wishing to rent the PTWA mailing list:

- All materials to be included in the mailing ***must be submitted with the request*** and approved by PTWA.
- ***The PTWA mailing list is the exclusive property of PTWA and rented for ONE-TIME USE ONLY.*** PTWA takes appropriate measures to detect unauthorized use. Any reuse, reproduction, redistribution or recording of the information in the list is prohibited and will result in a \$280 charge for each unauthorized use.
- Mailings may not include any reference to PTWA or APTA.

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

PTWA Fall 2009 and Spring 2010 Conference Sponsorships and Exhibits

Date and Location:

October 23–24, 2009, Greater Tacoma Convention & Trade Center
 April 16–17, 2010, Greater Tacoma Convention & Trade Center

Saturation:

2,200 conference brochures; 200–300 guests
 2,200 conference brochures; 200–300 guests

All Levels Receive:

- Your contact information included in Sponsor and Exhibitor Directory in each registrant's packet.
- Opportunity to provide conference guests with giveaways.
- Name recognition on sponsor recognition website (for three or more months) with a link to your website or email address.

Additional Benefits per Level:

Presenting Sponsor \$2,500

One spot — *PTWA Event Presenting Sponsorships are offered on a first-come, first-served basis. Presenting sponsors are limited to two consecutive events and will be asked to take a one-event hiatus at that level to allow other companies the opportunity to sponsor at the presenting level.*

Benefits

- First option to provide conference tote bags.
- **Host a booth during conference weekend (Fri and Sat).**
- Free conference registration for two participants.**
- Logo and/or name recognition: **conference brochure** (if payment is received by June 5 for Fall Conference and December 5 for Spring Conference), **conference handouts**, conference **notebook**, sponsor recognition **flier**; on-site **signage** and **PTWA Connections newsletter(s)**.
- Conference meals and name badge ribbons for two people.

Platinum Sponsor \$1,750

Three spots

Benefits

- First option to sponsor conference notebooks, or provide lanyards or water bottles.
- **Host a booth during conference weekend (Fri and Sat).**
- Free conference registration for one participant.**
- Logo and/or name recognition: **conference brochure** (if payment is received by June 5 for Fall Conference and December 5 for Spring Conference), sponsor recognition **flier**; on-site **signage** and **PTWA Connections newsletter(s)**.
- Conference meals and name badge ribbons for two people.

Gold Sponsor \$1,500

Four to six spots available....three to five course sponsorships and one Chapter Meeting sponsorship

Benefits

- First option to provide pencils, pens, tablets of paper .
- **Host a booth during conference weekend (Fri and Sat).**
- Free conference registration for one participant.**
- Logo and/or name recognition: **conference brochure** (if payment is received by June 5 for Fall Conference and December 5 for Spring Conference), sponsor recognition **flier**; on-site **signage** and **PTWA Connections newsletter(s)**.
- Conference meals and name badge ribbons for two people.

Silver Sponsor \$1,000

..... **\$1,350 to host a booth both days**

Five to six spots available.....Five meal sponsorships (Friday breakfast/Professional Issues Forum, Friday lunch, Saturday breakfast/roundtable discussion, Friday breaks, Saturday breaks) and one poster presentation sponsorship (Fall Conference only).

Benefits

- **Host a booth the day of your sponsorship (Friday OR Saturday)** or pay \$1,350 for sponsorship and a booth for two days.
- Provide giveaways for your sponsored event.
- Logo and/or name recognition: **conference brochure** (if payment is received by June 5 for Fall Conference and December 5 for Spring Conference), sponsor recognition **flier**; on-site **signage**, and **PTWA Connections newsletter(s)**.
- Conference meals and name badge ribbons for two people.

Exhibitor\$750* for Friday OR Saturday

..... **\$1,250* for both days**

..... (\$375 and \$625 for product vendors*)

Spots may be limited

Benefits

- **Host a booth during conference weekend.**
- Conference meals and name badge ribbons for two people.

**Half-price special for product/equipment exhibitors is available (\$375 for one day or \$625 for two days). Discount rate does not apply to staffing agencies or organizations promoting employment opportunities.*

Bronze Sponsor \$250

unlimited spots available

Benefits

Logo and/or name recognition: sponsor recognition **flier**; on-site **signage**, and **PTWA Connections newsletter(s)**.

*** Clinical continuing education courses offered by PTWA are usually intended for health care professionals and should not be taken by individuals who are not licensed or otherwise regulated. Course content is not intended for use outside the learner's legal scope of practice. Please see conference brochure for admittance information.*

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Legislative Impact Day and Other Event Sponsorships

Physical Therapy Legislative Impact Day — Thursday, January 28, 2010, Olympia, Wash.
(other events may be scheduled)

Presenting Sponsor*.....\$1,000

(Exclusive: one spot available)

Benefits

Name and/or logo recognition on print and electronic promotional pieces • Logo on PTWA sponsor recognition website for three months with a link to your website or email address • On-site and program name/logo recognition • Provide guests with giveaways

“Buy A Bus” Sponsor...\$750

(Four spots available)

This sponsorship supports the cost to rent buses to transport participants from all over the state.

Benefits

Verbal recognition on buses • Logo placement on PTWA sponsor recognition website for three months with a link to your website or email address • On-site logo recognition • Provide guests with giveaways

Executive Level Sponsor...\$500

(Four spots available)

Benefits

Logo placement on PTWA sponsor recognition website for three months with a link to your website or email address • On-site logo recognition • Provide guests with giveaways

Corporate Level Sponsor...\$250

(Unlimited spots available)

Benefits

Logo placement on PTWA sponsor recognition website for three months with a link to your website or email address • On-site name recognition

Student Lodging Sponsor...\$100

(Unlimited spots available)

This sponsorship supports the cost to house students traveling from Eastern Washington to attend Legislative Impact Day.

Benefits

Name recognition on PTWA sponsor recognition website for three months • On-site name recognition

** PTWA Event Presenting Sponsorships are offered on a first-come, first-served basis. Presenting sponsors are limited to two consecutive events and will be asked to take a one-event hiatus at that level to allow other companies the opportunity to sponsor at the presenting level. If a presenting sponsorship is vacant six months prior to an event (e.g., July 28, 2009 for January 28, 2010 PT LID), and a company is observing its hiatus period, the company will be offered the presenting sponsorship. In this case, the hiatus period will be transferred to the next event.*

All other PTWA event sponsorships offered on a first-come, first-served basis.

PTWA Partners, Associates and Friends Program

PTWA Partners

More than \$6,300 in value — only \$1,550 for a one-year commitment

Limited to 16 Partners — Currently sold out (accepting waitlist)

- Recognition as a PTWA Partner on the PTWA home page for one year. This includes your company logo, with hyperlink to your website – ***\$1,000 value***
- Additional logo placement on second tier page of PTWA's website – ***\$500 value***
- Listed on Partners, Associates and Friends web gallery on PTWA's website – ***\$900 value***
- One 100-word classified ad on the PTWA website. Ad may be updated monthly – ***\$1,692 value***
- Web bonus rate for newsletter classified advertising – ***up to \$1,163 value***
- A quarter-page ad in two issues of ***PTWA Connections*** newsletter, any time during the Partner year, including our special March edition that is mailed to all licensed PTs and PTAs in Washington state. Requires digital artwork – ***up to \$437 value***. Credit for the cost of the advertisement may be applied to a larger ad.
- Recognition as a PTWA Partner in every issue of ***PTWA Connections*** – ***\$250 value***
- Complimentary subscription to ***PTWA Connections*** – ***\$50 value***
- Recognition on signage displayed at PTWA Spring and Fall Conferences – ***\$100 value***
- Ten percent discount on additional ads placed on the PTWA website – ***up to \$421 value***
- Ten percent discount on exhibit fee ***or*** sponsorship fee for PTWA Spring or Fall Conferences – ***up to \$500 value***

PTWA Associates

More than \$4,600 in value — only \$1,000 for a one-year commitment

Unlimited Opportunities Available

- One 100-word year-round classified ad on the PTWA website – ***\$1,692 value***
- One quarter-page ad in the ***PTWA Connections*** newsletter of choice, except March* – ***\$175 value***
- Web bonus rates for newsletter classified ads – ***up to \$1163 value***
- Logo placement on second or third tier page of the PTWA website – ***\$500 value***
- Listed on Partners, Associates and Friends web gallery on the PTWA website – ***\$900 value***
- Recognized in Associates Program quarter-page ad in the March issue of ***PTWA Connections*** – ***\$225 value***
- One-year subscription to ***PTWA Connections*** – ***\$50 value***

PTWA Friends

More than \$1,300 in value — only \$400 for a six-month commitment

Unlimited Opportunities Available

- One 50-word classified on our website for six months – ***\$420 value***
- Logo placement on a second or third tier page of our website for six months – ***\$250 value***
- Logo placement in the Partners, Associates and Friends web gallery for six months – ***\$450 value***

Plus choose two of the following options:

- Six-month subscription to ***PTWA Connections*** newsletter – ***\$25 value***
- Web bonus rates on newsletter classified ads – ***up to \$558 value***
- One quarter-page ad in the ***PTWA Connections*** newsletter of choice, except March* – ***\$175 value***
- Ten percent discount on PTWA Spring or Fall Conference sponsorship or exhibiting – ***up to \$250 value***
- Ten percent discount on additional classified advertising on the web – ***up to \$210 value***

* Quarter-page newsletter ads to be used during the term of the marketing package. Credit for ads may be applied to larger ads or March newsletter ads.

PTWA 2010 Membership Directory Advertising

Order online at 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"
Premium placement (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"
Premium placement (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.

Low-cost advertising opportunities with PTWA

Tell PTWA members what makes you great with Legislative Session Email Sponsorships

In 30 words or less answer the question “*what makes your product or workplace so great?*” Your answer and contact information will appear at the top of a weekly legislative email written by PTWA Lobbyist Melissa Johnson that will go out to PTWA members during the legislative session, which runs from January to March in 2010.

Reach nearly 2,000 PTWA members for as little as \$75 for one email, or order three* and save \$25!

* limited to no more than three email sponsorships per customer per legislative session.

PTWA Audio Course Presenting Sponsorships

Audio Course Information

As a benefit to our members, PTWA offers continuing education courses delivered via telephone several times throughout each year.

How it works:

Practitioners and clinics register for the classes through PTWA. Registered locations receive an email confirmation with dial-in information and a web link to download handout materials. At the appointed time, practitioners join the call by dialing the toll-free number and giving the confirmation number.

Presenting Sponsorship of a PTWA Audio Course – \$100

- Exclusive sponsorship of a PTWA Audio Course.
- Name and/or logo recognition on print and electronic promotional pieces.
- Name and/or logo, including a link to your website or e-mail address, on PTWA audio course web site, course information and registration page.

We offer audio courses several times throughout the year and often receive just one month notice of their availability. To ensure your opportunity to sponsor one, email marketing@ptwa.org to be added to the waitlist. You will be contacted when an audio course becomes available.

**TWELVE
MONTHS
TO BETTER
BALANCE**

2010 Calendar

Falls are a leading cause of death and hospitalization for Washington's seniors.

They are also preventable.

Help us fight the epidemic.

PTWA is working with the Thurston County Fall Prevention Coalition to create Twelve Months to Better Balance 2010 Calendar. The custom created calendar will feature Washington seniors demonstrating monthly exercises designed to improve balance, along with a monthly health tip. Calendars will be distributed to senior citizens throughout Washington by local businesses, health care providers and community organizations.

You can order sponsorships or custom imprint advertising to distribute to your clients and customers!

Visit www.ptwa.org/betterbalance.html for more information.

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fax: 360-352-7298 • www.ptwa.org
http://ptwa.wordpress.com



Join
the
conversation!

Post your comments on the
PTWA Blog:

This Just In:

***New news and top-drawer thoughts
from your chapter office***

<http://www.ptwa.wordpress.com>

Follow us on Twitter:

@ptwajackie

@ptwarachel

Email your photos to post on Flickr:

www.flickr.com/photos/ptwa

(send photos to marketing@ptwa.org)