



Website Advertising

www.womenshealthapta.org

RATES ARE NET (RATES ARE SUBJECT TO CHANGE)

- 1) Check type of web advertising
- 2) Complete ad size, frequency, issues, web link, duration of ad placement & member status (as applicable)
- 3) Complete start & end date of ad placement
- 4) **SAVE COMPLETED FORM TO YOUR DESKTOP.**
(Acrobat Reader version 7 or higher to save completed form)
- 5) Print out form and **FAX OR** email **SAVED FORM** (as attached file) to Kathie St. Clair at 703-706-8575 kathiest.clair@apta.org
- 6) **Print and mail this form to Kathie St. Clair, APTA, P. O. Box 327, Alexandria, VA 22314**

Name: _____ Date: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____

Website: _____

Signature: _____

I acknowledge that I have read and will abide by the SOWH 2011 advertising terms & conditions (see page 2). Please initial and date.

Initial _____ Date _____

Return signed request form to Kathie St. Clair:

P.O. Box 327, Alexandria, VA 22314

PONE: 800-999-APTA

E-MAIL: kathiest.clair@apta.org **OR**

FAX: 703-706-8575

PAYMENT INFORMATION

Invoice will be sent following receipt of form.

Payment is due prior to placement of ad.

Please make checks payable to: **Section on Women's Health**

Attn: Kathie St. Clair, APTA, P. O. Box 327, Alexandria, VA 22314

Ad Deadlines

E-Highlights in Women's Health (Electronic Newsletter)

	Ad Deadline	Publication Date
Spring 2012	03/01/12	04/01/12
Summer 2012	05/01/12	06/01/12
Fall 2012	08/01/12	09/01/12
Winter 2012	11/01/12	12/01/12

Web Banner

up to 2 weeks prior to placement

E-Highlights on Women's Health PT (Electronic Newsletter)

Medium Joint Banner	1 x \$150 per issue
(Only size banner available for Electronic Newsletter)	4 x \$140 per issue
	8 x \$130 per issue



150 w x 150 h pixels
(Banner ad can be an animated gif no larger than 400 kb)

Website URL ad link _____

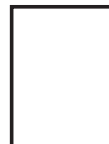
Submit artwork to Sarah Haag at financialdev@womenshealthapta.org. Web banner placement based on space availability. **Web Materials Requirements:** Static or flash files accepted for web banners. Files submitted either as a GIF, JPEG or FLA. Flash files to include the original SWF file. The SOWH reserves the right to limit file size, if necessary. All web ads hosted through our website host, CaduceusWebs. [FAX 703-706-8575 ATTN: Kathie St. Clair]

Newsletter Issues:	Spring 2012	Summer 2012	Fall 2012	Winter 2012
	Spring 2013	Summer 2013	Fall 2013	Winter 2013

Website Banner Ads

	1 month	3 months	6 months	12 months
Large Exclusive Banner [on secondary page]	\$175	\$350	\$620	\$1130
Medium Exclusive Banner [on secondary page]	\$160	\$335	\$605	\$1115
Large Joint Banner [other banners on secondary page]	\$145	\$265	\$445	\$785
Medium Joint Banner [other banners on secondary page]	\$130	\$250	\$430	\$770

Medium Banner Ad
150 w x 150 h pixels
(Banner ad can be an animated gif no larger than 400 kb)



Large Banner Ad
120 w x 240 h pixels
(Banner ad can be an animated gif no larger than 400 kb)



Website URL ad link _____

Submit artwork to Sarah Haag at financialdev@womenshealthapta.org. Web banner placement based on space availability. **Web Materials Requirements:** Static or flash files accepted for web banners. Files submitted either as a GIF, JPEG or FLA. Flash files to include the original SWF file. The SOWH reserves the right to limit file size, if necessary. All web ads hosted through our website host, CaduceusWebs. [FAX 703-706-8575 ATTN: Kathie St. Clair]

Ad Placement Start Date _____ End Date _____

SOWH 2012 ADVERTISING Terms & Conditions

• *Journal of Women's Health Physical Therapy* • *E-Highlights in Women's Health Newsletter*
• *Women's Health Resource Directory* • *SOWH CSM Program Book* • *Web Banners* • *Classified Ads*

- Advertising payment due prior to publication.
- No advertisement may be canceled after the closing deadline. When an advertiser must cancel after the advertising closing date, the advertiser will be charged the full rate of ad.
- If the Section on Women's Health does not receive advertising materials by deadline, or if materials do not meet the Section on Women's Health specifications, insertion cannot be guaranteed. The advertiser shall be liable to the Section on Women's Health and shall pay for such advertisement, regardless of insertion.
- Positioning of advertisement is based on space availability and shall be under the exclusive discretion and control of the Section on Women's Health.
- The Section on Women's Health shall not be responsible for errors made by typesetters. The Section on Women's Health liability for any error will not exceed the charge for the advertisement in question.
- The Section on Women's Health is not responsible for claims made in advertisements, banners, and listings, and the advertiser shall indemnify and hold the Section on Women's Health harmless from liability of any kind arising from such claims.
- The advertising index is prepared by the Section on Women's Health as an extra service, and the Section on Women's Health does not assume liability for errors in the index.
- All advertisements are subject to approval by the Section on Women's Health. Advertising simulating editorial content must be clearly labeled "advertisement."
- Continuing education courses with curriculum similar to the SOWH regional courses may be listed in advertisements with course titles only. Course speakers, dates & locations cannot be listed.
- Ad materials are stored by the Section on Women's Health for one year from the original issue date for future insertions, then may be destroyed.
- Information is published in the format in which it is provided. If materials provided do not meet the Section on Women's Health specifications, the Section on Women's Health is not responsible for quality of reproduction.
- The Section on Women's Health reserves the right to notify advertiser if the advertiser's agency has not paid in full within 90 days of invoice date; and to hold the advertiser responsible for payment in full if advertiser's agency declares bankruptcy, or otherwise does not pay within 120 days of invoice date.
- All advertisers and their agencies agree to hold the Section on Women's Health harmless against any damages, costs, or expenses incurred by reason of advertising that may later be found to violate copyright requirements; may contain inaccurate, misleading, or defamatory material; or may constitute an invasion of privacy.
- Materials will not be returned once they are submitted.
- Advertising rates are subject to change.

APTA is opposed, as a matter of health care policy, to arrangements under which sources of referral (including physicians) stand to profit from referring patients for physical therapy. The policy, adopted by the House of Delegates, states: "The American Physical Therapy Association opposes... participation in services that is in any way linked to the financial gain of the referral source." Financial Considerations in Practice (HOD 06-99-13-17).

Because of this policy, the Section on Women's Health does not accept job listing for positions in a practice if any physician has a financial interest in the practice and refers patients to an employed physical therapist or to a physical therapist who supervises an employed physical therapist assistant.