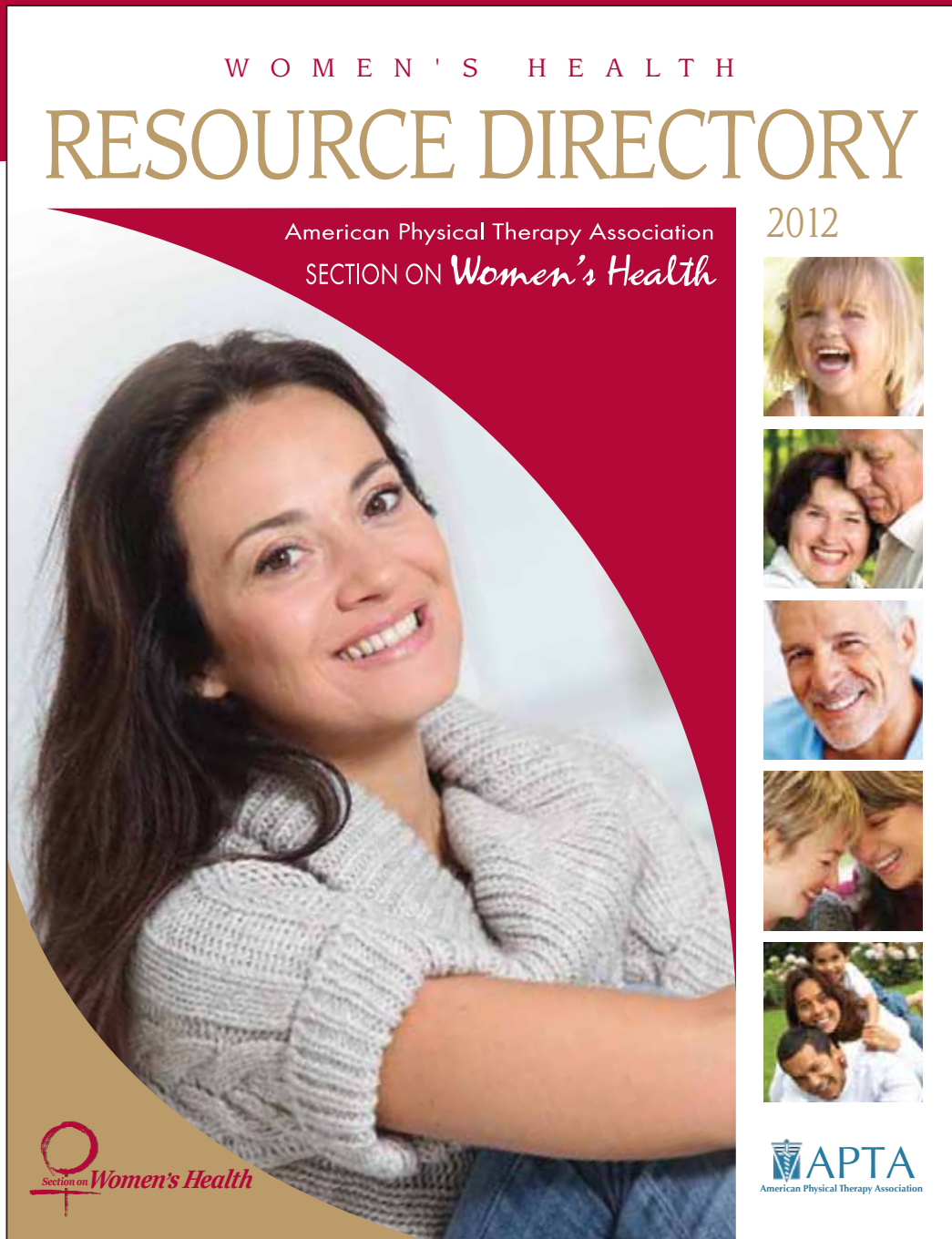


The New 2012 Edition



- An *INTERACTIVE, DOWNLOADABLE & CHANGEABLE* web based resource guide of women's health products and services
- Company is advertised by name & category
- Company listing, logo and ad linked to your website
- Web ad and link can be modified throughout the 12 month subscription (fees & ad size restrictions apply)
- Available to ALL visitors of the Section on Women's Health (SOWH) website
- Quarterly blast e-mails notifying 2500+ SOWH members of the 2011 Directory
- Bound color copies displayed at 19 Section on Women's Health Regional Courses, CSM 2011 and several PT & women's health professional conferences

Women's Health Resource Directory 2012 Advertising Request

- 1) Fill in company information
- 2) Choose ad option
- 4) Choose company category that your information will be listed under
- 5) Sign acknowledgement that you have read and understand the 2012 SoWH advertising terms
- 6) **SAVE COMPLETED FORM TO YOUR DESKTOP**
(you will need Acrobat Reader version 7 or higher to save completed form)
- 7) Fax or email **SAVED FORM** (as attached file) to Kathie St. Clair at fax: 703-706-8575 **OR** email: kathiest.clair@apta.org
- 9) Submit form and ad materials by December 15, 2011 for placement by January 1, 2012

Material Instructions: Please submit ad and/or company logo via email to Sarah Haag at financialdev@womenshealthapta.org. All materials must be submitted electronically.

Return signed request form to Kathie St. Clair:

PO Box 327, Alexandria, VA 22313
PHONE: 800-999-APTA
E-MAIL: kathiest.clair@apta.org **OR**
FAX: 703-706-8575

Date: _____

Phone: _____

Company Name: _____

Fax: _____

E-Mail: _____

Address: _____

Website: _____

Web Address/URL for Link: _____

AD OPTIONS (Check Box)

Purchase of ad includes company listing without logo (may add logo for \$100)
Revisions to ads previously posted: \$150 per request

Full Page	\$800	Full Page with company logo	\$900
½ Page	\$600	½ Page with company logo	\$700
¼ Page	\$350	¼ Page with company logo	\$450
Full Page/Pg 1	\$1000	Full Page/Pg 1 with company logo	\$1100
Full Page/Adjacent to Table Of Contents Page	\$950	Full Page/Adjacent to Table Of Contents Page with company logo	\$1050
Company Listing	\$200	Company Listing with company logo	\$300
Revisions to previously submitted ads (ad size restrictions apply)	\$150 per request		

Company Description (150 words or less)

COMPANY CATEGORY (Choose up to 3)

- Continuing Education
- Documentation Tools
- Exercise Videos
- General Orthopedic Products
- Lymphedema Certification
- Lymphedema Products
- Maternity & Orthopedic
Supports & Braces
- Patient Education
- Pelvic Floor Biofeedback &
Electrical Stimulation
Equipment
- Business Planning & Marketing
- Women & Mens Health
Organizations
- Wound Care
- Other _____

PAYMENT INFORMATION

Invoice will be sent following receipt of form & materials. Payment is due prior to placement of ad.

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

I acknowledge that I have read and will abide by the SOWH 2010 advertising terms & conditions, including the APTA disclaimer. *Please initial and date.*

Initial _____ Date _____

Contract Approval:

Name: _____

Signature of Authorization: _____ Date: _____

Women's Health Resource Directory Advertising Rates (RATES ARE NET)

Display Ad with Company Listing & Web Link	
Full Page	\$800 - 12 months
1/2 Page	\$600 - 12 months
1/4 Page	\$350 - 12 months
Page 1	\$1000 - 12 months
Full Page (Adj to Table of Contents Page)	\$950 - 12 months
<hr/>	
Company Listing & Web Link Only	\$200 - 12 months
<hr/>	
Add Company Logo to Above Options	\$100
<hr/>	
Revisions to previously submitted ads (restrictions apply)	\$150 per request

Ad Sizes & Specifications

Resource Directory Size	8.5"w x 11"h
Full Page (No Bleed)	8"w x 10.5"h
Half Page (Horizontal No Bleed)	8"w x 5"h
Quarter Page (Vertical No Bleed)	2.5"w x 8"h
Quarter Page (Horizontal No Bleed)	5"w x 4"h

Please submit artwork to Bernadette Kamin. Your ad can be submitted via CD or e-mail. ADS MUST BE SUBMITTED AS EITHER **PRESS OPTIMIZED PDF FILE, 300 DPI JPG, EPS, PSD OR ADOBE ILLUSTRATOR CS2** WILL BE ACCEPTED. Ads should be saved as 4 color process. *NO ads will be accepted via email without being accompanied by a faxed copy of the ad.*
[FAX 847-384-6806 ATTN: Bernadette]

Company Logo Submission 2" h

Please submit artwork to Bernadette Kamin. Your Logo can be submitted via CD or e-mail. LOGOS MUST BE SUBMITTED AS EITHER **PRESS OPTIMIZED PDF FILE, 300 DPI JPG, EPS, PSD OR ADOBE ILLUSTRATOR CS2** WILL BE ACCEPTED. **Logo can be either 4 color process OR Black & White.** If Black and White, you can also submit your file in a TIFF format. *NO ads will be accepted via email without being accompanied by a faxed copy of the ad.*
[FAX 847-384-6806 ATTN: Bernadette]

Resource Directory Ad Deadline

Ad Deadline	Publication Date
12/15/2011	1/1/2012

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.



BOARD OF DIRECTORS

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 WENDY FEATHERSTONE
 156 Caversham Woods, Pittsford, NY 14534-2844
 585-473-1290 W 585-473-1293 F
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 703-706-3229 W 703-706-8575 F
kathiest.clair@apta.org
sowh@apta.org

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Disclaimer: The Section on Women's Health did not investigate or verify the accuracy or effectiveness of the claims made by the advertisers in the Women's Health Resource Directory. Accepting advertising in the publication does not imply endorsement by the Section on Women's Health.



CONTINUING EDUCATION

Academy of Lymphatic Studies

See Display Ad on page 12

11632 High Street, Suite A
Sebastian, FL 32958
PHONE: (772) 589-3355
FAX: (772) 589-0306
E-mail: sclarke@acols.com
Website: www.acols.com

Premier school for certification in lymphedema management, using manual lymph drainage and complete decongestive therapy.

Barral Institute

See Display Ad on page 9

11211 Prosperity Farms Rd.
Suite D-325
Palm Beach Gardens, FL 33410
PHONE: (866) 522-7725
FAX: (561) 868-6899
E-mail: info@barralinstitute.com
Website: www.barralinstitute.com

The Barral Institute is a health education, training and research organization dedicated to the advancement of Visceral Manipulation, Nerve Manipulation, New Manual Articular Approach and related Manual Therapies. We offer 3-4 day lab-intensive seminars across the U.S., Canada and internationally.

Visceral and Neural Manipulation Can Benefit:

- Pelvic/Vaginal Pain
- Endometriosis
- Incontinence
- Fibroids and Cysts
- Dysmenorrhea
- Infertility Issues of Mechanical Origin
- Prenatal & Postpartum Musculoskeletal Pain
- And many other pains & dysfunctions

Gail Wetzler - RPT, CVMI, BI-D, EDO
"As a Physical Therapist and Director of Curriculum of the Barral Institute, I invite you to explore how the manual techniques developed by French DO and PT Jean-Pierre Barral recreate, harmonize and increase proprioceptive communication in the body to enhance its internal mechanism for better health throughout all of the systems of the body."

PAID ADVERTISEMENT

Prenatal Cradle Inc
Supporting Women & Babies Since 1987

Providing Relief from:

- Back Strain
- Pelvic Pain
- Sacroiliac Pain
- Abdominal Strain
- Vulvar Varicosities
- Umbilical Hernia
- Prolapsed Uterus
- Pubic Symphysis
- Hip Separation

Enthusiastically Recommended by Healthcare Professionals

Prenatal Cradle 800-607-3572
www.PrenatalCradle.com

Wholesale Information Available

Made in the USA © 2010 Prenatal Cradle® Inc.

For more information about advertising opportunities with the Section on

Women's Health go to

www.womenshealthapta.org/pubs/partners.cfm

or contact

Sarah Haag, MSPT, DPT, WCS

(815) 274-2073

financialdev@womenshealthapta.org



GENERAL ORTHOPEDIC PRODUCTS

Prenatal Cradle®, Inc

See Display Ad on page 3

P.O. Box 535
8572 Ludington Drive
Lake, MI 48632
TOLL-FREE: (800) 607-3572
PHONE: (989) 544-2171
FAX: (989) 544-2174
E-mail: prenatal@prenatalcradle.com
Website: www.prenatalcradle.com

Prenatal Cradle® Inc is the exclusive manufacturer of a unique maternity support product that helps support a pregnant woman's growing tummy as if she were cradling it with her own hands. The Prenatal Cradle® patented design provides superior support along

with safe effective pain relief from many pregnancy related discomforts. This remarkable support system uses multiple points of the body to lift the tummy without compression and support a growing abdomen without transferring the weight to her shoulders, hips or spine.

Pregnancy often causes backache and round ligament pain but it can also cause more intense, debilitating pain such as hip separation, pubic symphysis, vulvar varicosities, and sciatica. At her healthcare professional's recommendation, Prenatal Cradle® Inc believes every woman should have a chance to feel relief from her pregnancy related pain.

With input and suggestions from OB/GYNs, Nurses, Midwives, Phlebologists and Physical Therapists Prenatal Cradle® Inc has successfully developed a line of maternity products to address the painful side of pregnancy so that women can enjoy the most healthy & active pregnancy possible.

PAID ADVERTISEMENT

Accent Medical, Inc.

Specializing in Products for the Strengthening of the Pelvic Floor

Pelvic Muscle Therapy Program:

Pressure Perimeter assists patients in knowing that they are doing their Kegel exercises correctly. \$49.95



Crystal Wand:

The crystal wand has been specifically designed to easily reach and massage areas in the vagina that may be causing problems. \$39.95



Pelvic Floor Pulsator:

Flexible wand with vibrating end and Runs with 5 different frequencies. \$19



StepFree Vaginal Weights:

Progressive vaginal weight system. \$59.95



Vaginal Dilators:

Will minimize shrinkage of the vagina during treatment. \$58 set of 4



Pathway EMG:

Office and home use (not shown.)

Pathway Stim-II O:

Retail and purchase program.



For more information call 1.800.634.9334
Or visit us on the web at www.kegelme.com