

SECTION ON WOMEN'S HEALTH-APTA

GENERAL ADVERTISING REQUEST FORM

Please review the advertising policy (page 3) carefully prior to completing this form.

Advertising Options	Dimensions for Clarity	File Format	Pricing	Quantity
A. Course Exhibitor * <i>If you selected this option, please also complete and submit the Exhibitor Agreement Form (see next page).</i>	On-Site	In-Person	\$650 / course	
B. Course Manual Ad – Full Page *	8.5" x 11"	PDF	\$125 / course	
C. E-Blast Banner Ad	600pxls x 250pxls	PNG, JPG	\$200 / e-blast - 20% for SOWH members	
D. Resource Directory Ad <i>15% Discount for Consecutive Year Advertising via Resource Directory (advertising for more than 1 year = 15% Discount on 2nd Year RD Ad and for each additional RD Ads following the second year) See Sample;</i>	300pxls x 250pxls	PNG, JPG	\$600 / year - 20% for SOWH members	
E. Smart Brief – Leaderboard Position Ad	728pxls x 90pxls	PNG, JPG	\$300	
F. Smart Brief – Banner Position Ad	120pxls x 60pxls	PNG, JPG	\$200	
* If you selected options A or B please specify the courses by their title, location, date. <i>See Course Descriptions or Schedule for 2018 Academic Year</i>				

Method of Payment**Company Name/Contact Name:***If not a company, please list your name. If you are a Section on Women's Health-APTA member, please enter your Member ID # for verification & discount application.***Member ID #:**

President/CEO/Founder of the company must be SoWH Member to get the 20% discount

Full Name as listed on Credit Card:**Credit Card Number:****Expiration Date:****Billing Address:***Street, City, State, Zip Code***Billing Telephone Number:****E-mail Address:***A receipt of purchase will be sent to this e-mail address***Cardholder's Signature:****Date Signed:****Submission & Receipt**

Once you complete this form, please submit it to the Section on Women's Health office via Fax (703) 995-0936 or USPS to **Section on Women's Health, 8400 Westpark Drive, 2nd Floor, McLean, VA 22102** with any accompanying forms. You will receive an e-mail receipt once your request form has been processed. Please e-mail all advertisement artwork to aika.barzh@womenshealthapta.org using the accepted file formats listed above.

Exhibitor Agreement Form

Exhibitor Guidelines

Exhibiting at a SoWH course provides an opportunity for a company to interact with a very targeted audience. The SoWH participants benefit by learning about various companies and their products that may be useful in their practice. The primary purpose of these courses is to offer the top of the line education to our participants. Exhibitors are there for the enrichment of the learning experience, and to positively impact the experience of the participants and the instructors.

Exhibitors agree to the following:

- Exhibitors will interact with participants only during allotted times.
- Exhibitors will not interrupt the scheduled events relating to the course.
- Exhibitors will not advertise or promote any courses that compete with offerings of the Section on Women's Health.
- Exhibitors will be respectful of all Instructors, Participants, and other Exhibitors at all times.

Times available:

- Exhibitors may interact with the participants during breaks, and before or after class.
- Exhibitors have the option of purchasing lunch for the participants, and may offer a brief in-service during the lunch break. All arrangements to have a lunch time in-service must be coordinated with and approved by Director of Financial Development, Alexandra Hill at financialdev@womenshealthapta.org.

Exhibitor approvals are made by the Director of Financial Development. Should the Exhibitor or any representative of the Exhibitor violate the terms of the Exhibitor Agreement, they will be asked to leave the premises by the Course Instructor. The Course Instructor has the responsibility to make the determination regarding any violation of this agreement onsite. The Director of Financial Development will be notified of any violation.

Company Name:			
Exhibitor Full Name (Print):			
Exhibitor Signature:		Date:	
Witness Full Name (Print):			
Witness Signature:		Date:	

Advertising Policy

1. Advertisements are accepted when they conform to the standards and policies of the Section on Women's Health (SoWH or publisher). SoWH's print and digital vehicles that accept advertising do not verify the accuracy of claims made in advertisements, and running a print/digital ad/posting does not imply endorsement by SoWH. Acceptance of ads for professional development courses does not imply review or endorsement by the SoWH.
2. SoWH advertising does not influence editorial decisions.
3. SoWH shall have the right to approve or deny all advertising prior to publication. SoWH may decide that certain products or services are not eligible for advertising in SOWH publications if advertisements for these specific products or services depart from SoWH standards. The fact that an advertisement has appeared previously in an SoWH publication shall not preclude SoWH from denying placement of that advertisement in the future.
4. Cancellations are not accepted after the stated closing date. All cancellations prior to space closing date must be made in writing and acknowledged by SoWH.
5. Quotations or excerpts of published articles and references are eligible only if they accurately reflect the meaning intended by the author. Claims made within quotations must conform to the same standards as unquoted claims. Complete reference information or a Web link to a complete reference must be included in the advertisement when a study is cited, a quotation is used, or terms such as "effective" or "proven" are used.
6. Advertisements must clearly identify the advertiser and the product or service being offered. The layout, artwork, and format must be such as to avoid confusion with the editorial content of the publication. SoWH may, at its sole discretion, include the word "Advertisement" prominently on advertisements that might be confused with editorial pages. Comparisons with, or disparagements of, a named competitor's product, service or company will not be accepted. Sensational language, such as the extravagant use of superlatives or punctuation marks, will not be accepted.
7. Advertisers and their agencies assume full liability for all content of their advertisements and responsibility for any claims arising from them against SoWH. SoWH is not liable for errors in reader service numbers, ad index, or buyers guide listings. SoWH shall have the right to accept or deny advertisements for any product, apparatus, instrument, device or pharmaceutical product that is the subject of litigation pending before the FDA. Advertising will be accepted in cases of pending compliance or noncompliance with the FDA requirements if the advertiser includes a disclaimer in the copy stating: "FDA approval pending." Errors in ads must be noted immediately. SoWH will not offer credit if an ad repeats incorrectly. SoWH will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract, when they conflict with SoWH standards and policies.
8. SoWH prohibits preferential or adverse discrimination on the basis of race, creed, color, sex, age, national or ethnic origin, sexual orientation, disability, or health status in all areas including, but not limited to, its qualifications for membership, rights of members, policies, programs, activities, and employment practices. SOWH is committed to promoting cultural diversity throughout the profession.
9. President/CEO/Founder of the company must be an SoWH Member and must provide a valid SoWH Membership ID number on the payment form to get the 20% discount.