

Section on Geriatrics, APTA

2012 GERINOTES AD RATES

ABOUT OUR ADVERTISING OPPORTUNITIES

Gerinotes, the newsletter for the Section on Geriatrics, is published six times a year and is distributed to over 5,000 physical therapists, physical therapist assistants, and other health care providers interested in the area of geriatric physical therapy. Advertise your continuing education courses, job openings, clinical research, practice/lab products in these publications to reach this specialized segment of the PT market.

ABOUT OUR SECTION

GERIATRICS, health care concerned with the aging, is a rapidly growing specialty in physical therapy. The Section on Geriatrics supports those therapists, assistants, and students that work with an aging population in roles of advocacy, direct patient care, consultation, supervision, and education. The Section on Geriatrics was formed in 1978 to address the needs of the physical therapy practitioner working with the aging client. The Section represents and serves over 5,000 members with a wide array of services and benefits.

ADVERTISING RATES [RATES ARE NET]

GERINOTES

BLACK AND WHITE	1x	3x	6x	9x
Full Page	\$600	\$525	\$450	\$420
1/2 Page	\$385	\$335	\$285	\$265
1/4 Page	\$275	\$235	\$195	\$180
Continuing Education	\$100	\$100	\$100	\$100
Cover 2 [inside front]	\$800	\$750	\$700	\$650
Cover 3 [inside back]	\$800	\$750	\$700	\$650
Cover 4 [1/2 page back cover]	\$800	\$750	\$700	\$650
4 COLOR	1x	3x	6x	9x
Full Page	\$1100	\$1025	\$950	\$920
1/2 Page	\$885	\$835	\$785	\$765
1/4 Page	\$775	\$735	\$695	\$680
Cover 2 [inside front]	\$1300	\$1250	\$1200	\$1150
Cover 3 [inside back]	\$1300	\$1250	\$1200	\$1150
Cover 4 [1/2 page back cover]	\$1300	\$1250	\$1200	\$1150

UPCOMING DEADLINES SPACE RESERVATIONS & MATERIALS

JAN 12	11/18/11
MAR 12	01/20/12
MAY 12	03/23/12
JUL 12	05/25/12
SEP 12	07/20/12
NOV11	09/21/12

Please submit artwork to Karen Oshman. Your ad can be submitted via e-mail. ONLY ADS SUBMITTED AS PDF FILES WILL BE ACCEPTED. Files should be distilled with the Press Optimized setting in Acrobat Distiller or saved directly from the native program using PDF/X-1a or PDF/X-3. Images should be of adequate quality to allow output at 2,540 dpi and 150 lpi screens. NO ads will be accepted via email without being accompanied by a faxed copy of the ad. (FAX 608/221-9697).

Contact: Karen Oshman, 866/586-8247, karen.oshman@geriatricspt.org

Send Ad Materials to:
Karen Oshman
Section on Geriatrics
3510 East Washington Avenue
Madison WI 53704

Advertising FAST Facts

READERS

5,000 PTs, PTAs & other PT professionals focused on geriatric patients

PUBLICATIONS

Gerinotes [6x]
JAN, MAR, MAY
JUL, SEP, NOV

CONFERENCE ISSUES & BONUS DISTRIBUTION

Annual PT Conference
MAY *Gerinotes*
National Student Conclave
SEP *Gerinotes*
Combined Sections
NOV *Gerinotes*

AD SIZES AND SPECIFICATIONS

Publication trim size 8.5" x 11.00"
Full Page bleed* 8.75" x 11.25"
Full Page live area 7.0" x 10.00"
Half Page (Horizontal) bleed* 8.75" x 5.5"
Half Page (Horizontal) live area 7.0" x 5.0"
Half Page (Vertical) bleed* 4.325" x 11.25"
Half Page (Vertical) live area 3.5" x 10.00"
Quarter Page 3.5" x 5.00"
**bleed sizes include an additional 1/8" on trimmed edges.*



Section on Geriatrics, APTA
2012 Advertising Contract

Date: _____

ADVERTISER Information:

Company/Organizational name: _____

Advertiser Contact: _____

Street Address: _____

City/State/Zip code: _____

Email: Phone: _____

Issue / Publication	Unit / Color / Frequency/Position	Net Rate	Ad Materials Due*
TOTAL \$			

If new ad materials are not sent by the deadline, the previous ad materials will be placed. If materials are not available, or materials do not meet publisher's specifications, insertion cannot be guaranteed. The advertiser shall be liable to the publisher and shall pay for the advertisement, regardless of insertion.

Method of Payment: **(Check or Credit Card)** ** All payments are due prior to printing. **

Please bill my credit card for the total amount due on this contract.

Please bill my credit card for each insertion prior to printing.

MasterCard _____ Visa _____ Card # _____ EXP _____

I will pay by check. *** Please make checks payable to: **Section on Geriatrics**

Please send one invoice for entire amount.

Please send separate invoices for each insertion prior to printing.

DISCLAIMER:

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 Geriatrics 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.

_____ (initial/date) **I certify that no referral source (including a referral physician) has a financial interest in the practice that is the subject of this advertisement.**

Contract Approval:

Signature of Authorization: _____ Date: _____

Print Name: _____

Return signed contract to
Karen Oshman
FAX: 608/221-9697
EMAIL: karen.oshman@geriatricspt.org
PHONE: 866/586-8247

Send advertising materials to
Karen Oshman/Section on Geriatrics
3510 East Washington Avenue
Madison, WI 53704

