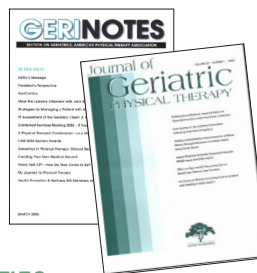


SECTION ON Geriatrics

AMERICAN PHYSICAL THERAPY ASSOCIATION



ABOUT OUR SECTION

GERIATRICALS, 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.

UPCOMING DEADLINES

SPACE RESERVATIONS & MATERIALS

GERIOTES

JAN 11	11/13/10
MAR 10	01/18/10
MAY 10	03/15/10
JUL 10	05/17/10
SEP 10	08/19/10
NOV 10	08/13/10

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, clinical research, practice/lab products in these publications to reach this specialized segment of the PT market. You may also post classified ads on our Web site at www.geriaticspt.org.

ADVERTISING RATES [RATES ARE NET]

GERIOTES

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



CONTACT

Andrea Saevoon
800-999-2782, x3238
andreasaevoon@apta.org

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.

Please submit artwork to Andrea Saevoon. Your ad can be submitted via CD/ZIP disk or 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 703-706-8575 ATTN: Andrea Saevoon]

SEND AD MATERIALS

Andrea Saevoon, 1111 North Fairfax Street, Alexandria, VA 22314
ATTN: Andrea Saevoon • andreasaevoon@apta.org

AD RATES 2010

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

AUG *JGPT*
SEP *Gerinotes*

Combined Sections Meeting

DEC *JGPT*
NOV *Gerinotes*

WEB SITE

geriaticspt.org



American Physical Therapy Association

Section on Geriatrics, APTA 2010 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*
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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

Andrea Saevoon

FAX: (703) 706-8575

EMAIL: andreasaevoon@apta.org

PHONE: (703) 706 - 3238



Send advertising materials to

EMAIL: andreasaevoon@apta.org

MAIL: Andrea Saevoon

1111 North Fairfax

Alexandria, VA 22314

PHONE: (703) 706 - 3238