



Arizona Physical Therapy Association Advertising & Marketing Brochure 2011-2012



*Part*ner with Arizona's leading physical therapy
professional organization!

Why Advertise with the Arizona Physical Therapy Association?

The Arizona Physical Therapy Association (AzPTA) is pleased to share with you our recently expanded offerings of **advertising, marketing and sponsorship opportunities**. The AzPTA is the “go-to” resource for all things relating to the practice of physical therapy in Arizona.

The options described on the following pages present you with excellent opportunities to **maximize your exposure to over 4,500 Arizona physical therapists and physical therapist assistants** – not only at our conferences and events but **all year long!**

Whether you choose to place a **display advertisement** on our website, **sponsor our conferences**, advertise in our **quarterly award-winning newsletter**, or **save money and increase visibility** by selecting combinations thereof, AzPTA offers the ideal options that best **call attention to YOUR products or services!**

Be sure to check out our exclusive **PartNers Program** opportunities on page 4 of this brochure!





Advertising & Marketing Products and Programs

The ParTners Program.....	4
“A la Carte” Menu.....	5
Our NEW Member Benefits Program.....	6
Money-Saving “Combos” Options.....	7
Product and Program Details	
The <i>Career Center</i>	8
Newsletters/Publications	
The APTAN Newsletter.....	9
Exclusive Sponsorship of Monthly E-Newsletter <i>Direct Current</i>	9
Website	
Banner Website Advertising.....	10
Website Display Advertising.....	10
Continuing Education Courses	
AzPTA Approved Course E-Blasts.....	10
Course Website Posting.....	10
Events & Conference	
Exhibiting at AzPTA Fall or Spring State Meetings.....	11
Sponsoring AzPTA Fall or Spring State Meetings.....	11
Display Advertising in our Printed Conference Program.....	11
Sharing Your Printed Materials at the Event— Coming in 2011!	
Directories	
Mailing Labels (AzPTA Members).....	12
Electronic File (AzPTA Members; for generating labels).....	12
Hard-copy <i>Arizona Directory of Physical Therapy</i>	12
PDF of <i>Arizona Directory of Physical Therapy</i>	12
Buyers Guide—Coming in 2011!	
Advertising Requirements, Specifications and Payment Terms.....	13

Be Our **ParTner!** Save Money and Increase Your Presence!

Looking for a strategy to have a consistent and enduring presence with Arizona PTs and PTAs? Our **ParTners** program is the ideal solution for you!

The **ParTner** Program upgrade is limited to only 12 companies or organizations and consists of a one-year commitment (based on **ParTner** Sign up date). Total **ParTner** annual investment is \$1,750.

Your **ParTner** Program benefits include:

- **Exposure**—**ParTners** are given **featured** space on the AzPTA website (just below the menu buttons and adjacent to our events links — the most visited sections of the site) with hyperlinks to the **ParTner's** website
- **Access**—**ParTners** are given a set of address of record mailing labels for all PTs and PTAs in Arizona
- **Prestige**—**ParTners** are permitted to advertise their **special** relationship with the AzPTA
- **Exclusivity**—**ParTner** program is **limited** to 12 companies at any time
- **Value**—Program features deep **discounts** over a la carte advertising prices
- **Convenience**—**ParTners** advertising can be **pre-arranged** and **customized** to fit individual needs

ParTner With the AzPTA Today!



Our A la Carte Advertising & Marketing Products at a Glance

Advertising Product	Ideal For	Rates	Find More Info On
The Career Center	Posting PT & PTA Positions	Vary by package	Page 8 and www.aptaaz.org
APTAN Newsletter	All Types	Full page (8.5"x11") \$375 Half page \$290 Quarter page \$190 Business Card \$75	Page 9
Direct Current E-Newsletter Sponsorship	All Types	\$350 per issue	Page 9
Banner on Website	All Types	\$250 per month \$675 for 3 months \$2,400 for entire year	Page 10
Display on Website	All Types	\$150 per month \$1,500 for entire year	Page 10
AzPTA Approved Course E-Blasts	Continuing Education Courses	\$350	Page 10
AzPTA Approved Course Website Posting	Continuing Education Courses	\$25	Page 10
Exhibiting at AzPTA Fall or Spring State Meetings	All Types	\$750 for Full \$400 for Refreshment Break Contact AzPTA Staff for more options	Page 11
Exhibiting at AzPTA Fall or Spring State Meetings	All Types	\$495 Early Bird registration \$550 Regular Registration	Page 11
Member Directory - Printed Mailing Labels	All Types	\$200	Page 12
Member Directory - Electronic File	All Types	\$200	Page 12
The Arizona Directory of Physical Therapy	All Types	\$300	Page 12

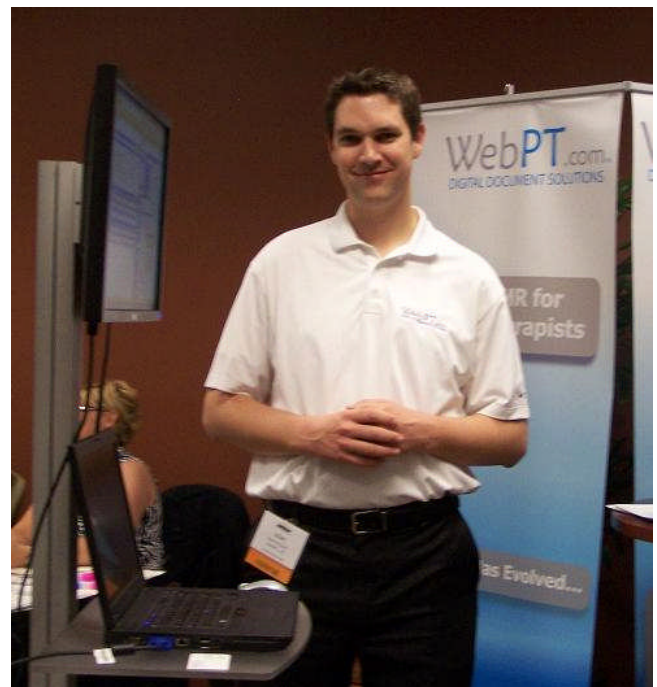


Announcing Our NEW Member Benefits Program!

Do you have a product or service that you would like to **discount to AzPTA members** and to **direct-market through the AzPTA**? Organizations and companies who are interested in forging a **Member Benefits** affiliation with the AzPTA may submit a detailed proposal to our Member Benefits Committee describing that product or service, and **how it will benefit our members in the form of saving money, saving time, or both!** If we determine that your product or service demonstrates quality and constitutes a benefit to our members, your organization or company may then enter into an **affiliated partnership with AzPTA to market your product or service and its benefits.**

This program provides **valuable prescreening by an expert panel of our members** which creates **confidence on the part of our members to purchase your product or service.** Clearly members appreciate the access to discounted products and services that are important for the safe and effective practice of physical therapy, as well as for products or services that can be used for their own personal benefit and enrichment. AzPTA will then work with our affiliate partners to **customize the ideal direct-marketing strategy** using the tools described in this Marketing & Advertising brochure at **deeply discounted rates.**

AzPTA-affiliated services provide **added value to the membership benefits** that our members already receive, and this program supports the mission and goals of the AzPTA. For information on how to submit a proposal for consideration to AzPTA, send an email to info@aptaaz.org or call 602.569.9101.



Save Money AND Maximize Exposure with these “Combos”!

Advertising Products	Rate	You Save
Purchase 3 Course E-blasts , SAVE \$50 and receive a FREE Arizona Directory of Physical Therapy	\$1000	\$350
Purchase 1 Course E-blast *, receive a DISCOUNTED Re-blast (same course)	\$600	\$100
Purchase 1 CEU Application Fee plus 2 months of a Course Website Posting for an AzPTA Approved Course and SAVE	\$150	\$25
Purchase the Member Directory (labels or electronic file) and the Arizona Directory of Physical Therapy and SAVE	\$500	\$200
Purchase 1 CEU Application Fee plus 1 month Course Website Posting plus 1 Course E-blast *and SAVE	\$500	\$125
Purchase 6 months of a Website Display Advertisement and receive a FREE Arizona Directory of Physical Therapy	\$1,200	\$300
Purchase one of the following Website Display Advertisement and Course E-blast * combos and SAVE: A. 1 month/1 E-blast OR B. 3 months/3 E-blasts PLUS receive a FREE Arizona Directory of Physical Therapy	A. \$450 B. \$1,350	A. \$50 B. \$450
Purchase an APTAN Full Page advertisement plus 1 Direct Current E-newsletter Sponsorship and SAVE	\$650	\$75
Purchase an advertising package with the Career Center of \$500 or more and SAVE \$100 on 1 Course E-blast *	\$750	\$100
Sampler Platter – choose any 3 advertising products on the A la Carte menu totaling \$500 or more and SAVE \$100 off the total purchase price (email info@aptaaz.org for a quote)	Varies—contact AzPTA staff	\$100
Purchase 2, 3 or 4 APTAN Newsletter Advertisements in a calendar year, receive DISCOUNTED rates (see page 12 for details)	Varies — contact AzPTA staff	Varies — contact AzPTA staff

* Available only for courses that are approved for CEUs (continuing competence contact hours) by the Continuing Education Committee of the AzPTA. For information on applying for course approval, go to www.aptaaz.org and look for the application, approval criteria, and instructions under the Continuing Education menu.



Advertise Your Employment Opportunities with Our Online Career Center!

The AzPTA **Career Center** is THE destination for exciting Physical Therapy job opportunities in Arizona, and is the best resource to find your future employees! The **Career Center** allows you to connect to thousands of AzPTA members and job seekers. When candidates think about making a career change, they come to the AzPTA **Career Center** first!

Because the **Career Center** online job board is custom tailored for the Physical Therapy industry, we attract the most qualified professionals in Arizona. You can immediately create an Employer Account, post your Physical Therapy jobs, manage those postings, and begin receiving applications from qualified candidates today! You can arrange for resumes and applications to be submitted through the **Career Center**, or have them come directly to you. The **Career Center** even allows you to search the resume database, save and print resumes, forward resumes and applications to associates, and communicate to applicants via email.

The **Career Center** offers multiple posting packages with outstanding products and services from which to choose. Popular posting packages feature the **Jobs Flash** which emails position postings directly to our 1,600 members! Interested in designing your own package? Contact the helpful **Career Center** staff if you're in need of a customization. They can design a package just for you, complete with bulk discounts (if applicable). You will find the Price Sheet for posting packages on the **Career Center** home page.

Contact the **Career Center** staff at announcements@associationcareernetwork.com. They are happy to provide guidance and answer all of your questions!

Enter the Career Center from the icon on our website at www.aptaaz.org





Advertise and Market in our Publications — the *APTAN* Newsletter and the *Direct Current* E-newsletters!

The *APTAN* Quarterly Newsletter

APTAN is the award-winning newsletter of the AzPTA, and is the leading source of information for our PT and PTA members, as well as PT/PTA student members, on reimbursement news, legislative and public policy developments, practice updates, continuing education opportunities, leadership recognition and association activities. **APTAN** readers practice and work in a wide variety of settings and facilities, and prefer to stay informed on industry topics and issues.

- Publication Frequency: Quarterly
- Distribution: 1,600 members, subscribers, advertisers and APTA leadership; one issue each year sent to all 4200+ licensed PTs and certified PTAs in Arizona.
- Rates: Full page (8.5"x11"): \$375; Half page: \$290; Quarter page: \$190; Business card: \$75

APTAN 2011 & 2012 Submission Deadlines & Publication Dates (email info@aptaaz.org to confirm):

First Quarter Deadline: February 28

First Quarter Publish: March 15

Second Quarter Deadline: May 31

Second Quarter Publish: June 15

Third Quarter Deadline: August 31

Third Quarter Publish: September 15

Fourth Quarter Deadline: November 30

Fourth Quarter Publish: December 15

The *Direct Current* Monthly E-newsletter

We invite you to be the EXCLUSIVE sponsor of our monthly e-newsletter - the **Direct Current**. This publication serves as the up-to-the-minute source of updates and alerts for our members and is designed to take readers to external sources of information via website links. The **Direct Current** is issued to our 1,600 members on or about the first of every month. We feature one sponsorship of the **Direct Current** in each issue which includes a link to your company or organization's own website. If you want your company to be unopposed, this is the ideal advertising vehicle for you!

The cost for sponsorship of a single issue of the **Direct Current** is \$350.

Send an email to info@aptaaz.org to make arrangements for this reliable and prominent marketing opportunity!

Advertise & Market on Our Website!

Website Display Advertisements

The AzPTA website (www.aptaaz.org) is the go-to resource for physical therapy information in Arizona. The site is utilized by both members and non-members to locate continuing education opportunities; obtain legislative, reimbursement and public policy developments; read our publications; search for our members; and search for employment opportunities. We are delighted to offer the opportunity to post display advertisements on our home page with a link to your company or organization's own website. The number of website display advertisements is limited to 12.

Rates: \$150 per month; \$1,500 for an entire year. Send an email to info@aptaaz.org to make arrangements.

Website Banner Advertisements

Maximize your marketing potential with a banner advertisement on our website. Banners are prominently placed at the top of virtually all pages on the site and offer maximum exposure linking visitors to your own website. Only two banner advertisements may be placed at any time ensuring exclusivity.

Rates: \$250 per month; \$675 for 3 months; \$2,400 for an entire year. Send an email to info@aptaaz.org to make arrangements.

Advertise and Market Your Continuing Education Course!

Approved Course E-Blasts

The AzPTA possesses a valuable marketing tool for AzPTA approved continuing education courses known as a "email blast". Email blasts are sent to our 1,600 members and include links to the provider's website and course registration form. This program has been incredibly popular as it is a very affordable marketing strategy, and our members appreciate the convenience and timely information on continuing education opportunities that the email blasts provide.

A single e-mail promotion of an AzPTA approved continuing education course or continuing competence activity (or any course that meets Category A approval criteria pursuant to A.A.C. R4-24-402(B)) - \$350. Send an email to info@aptaaz.org to make arrangements.

Website Posting of Approved Courses

Once your course is AzPTA approved, basic details about that course (including your contact information) can be posted on a dedicated calendar on our website for a mere \$25 per month! This calendar is easily found under the Continuing Education menu on our website — historically a high-traffic page of our site where PTs and PTAs search for AzPTA approved courses. Send an email to assist@aptaaz.org to make posting arrangements.



Advertise and Market Your Products, Services and Opportunities at Our State Meetings!

Exhibiting

The Arizona Physical Therapy Association conducts a **Fall and Spring Conference and Annual Membership Meeting** each year, and these events offer excellent exposure for our business partners to share information on products and services of interest to conference participants. In recent years we have received more **Exhibitor** requests than the space can accommodate!

Our conferences feature an array of both nationally and locally recognized experts on both clinical and professional topics of keen interest to Arizona physical therapists. We offer as a benefit to our **Exhibitors** a prominent location at our conferences where participants will frequently traverse during the course of each day. Attendees mingle with **Exhibitors** during designated breaks in the programming, as well as during the luncheons and before the sessions begin each day. **Feedback from our conferences consistently indicates that exhibitor displays of products and services are a favorite component of our conferences.**

Rates: \$495 for Early Bird registration; \$550 for Regular registration. Exhibit Fee Includes: One 6' skirted table, 2 chairs, electricity (if needed), a listing in the Conference Program, 2 continental breakfasts and 2 lunches on both Friday and Saturday, and all refreshment breaks. Additionally a list of mailing information for pre-registered participants will be provided to all participating **Exhibitors**.

Sponsorships

We are delighted to offer **Conference Sponsorships** (exhibiting or not). All Sponsors are granted special recognition in the Conference Program as well as with prominent signage, exhibitor placement (if applicable) and announcements at the conference. If you are not able to join us but would like to have a visible presence at the conference, you are invited to be a **Sponsor** of a refreshment break, conference folders, or other related items. While this offer is also available to Exhibitors, it is the **IDEAL** opportunity for special notice and recognition.

Full Sponsorship (\$750) includes all of the following:

- Complete set of mailing labels for all 1600 AzPTA members (\$200 value);
- One half-page advertisement in any issue of our quarterly newsletter APTAN (\$290 value);
- Display advertisement on the AzPTA website home page linking to your website for 90 days (\$450 value);
- Total value is \$940!

Refreshment Break Sponsor (\$300)

We welcome vendors (exhibiting or not) to sponsor a refreshment break at a cost of \$400. Your company will be recognized in the conference program, on our website, and on a prominently displayed sign in the refreshment break area at the conference. Add your own napkins or cups for a more personal touch to gain more recognition for your sponsorship. A variety of snacks and beverages will be served during the refreshment breaks.

Conference Program Advertising

All **Exhibitors** and **Sponsors** receive a free listing with a 25-word description. Additionally we offer print display advertising opportunities in our Conference Program, of which all attendees receive a copy. Please check our website on the Conference and Membership Meeting event page for the most current rates and deadlines.

To learn more about Exhibitor, Sponsorship, and Conference Program Advertising opportunities for our Conference and Members Meetings, visit our website: www.aptaaz.org and click on the Calendar of Events link and visit the pages for our Fall and Spring Conferences and Annual Membership Meetings. Please direct questions or requests for clarification to 602.569.9101 or info@aptaaz.org

Advertise and Market Your Products, Services and Opportunities Using our Directories!

We offer three options for acquiring a Directory of Arizona PTs, PTAs, and PT/PTA students for your direct marketing needs:

Printed Mailing Labels

Mailing labels containing the addresses of record for our 1,600 members (PTs, PTAs and PT/PTA students) are printed and shipped to you within 5 business days. Labels can be sorted by type (e.g. PT/PTA/Student) and by zip code.

Complete set of labels: \$200

PTAs or students only: \$50

Maricopa County or Pima County members only: \$100

Electronic File

An electronic file (.txt) containing the addresses of record for our 1,600 members (PTs, PTAs and PT/PTA students) is generated and sent to a printing company, or to a mail processing business only. This file is not sent to the individual purchaser as it is intended for a single use. The file can be sorted by type (e.g. PT/PTA/Student) and by zip code.

Complete list: \$200

PTAs or students only: \$50

Maricopa County or Pima County members only: \$100

Purchase the Current *Arizona Directory of Physical Therapy* (PDF)

The AzPTA periodically prints a hard copy publication that contains names and addresses of record of all Arizona licensed PTs and PTAs (AzPTA members AND non-members). Email info@aptaaz.org to inquire about the current *Arizona Directory of Physical Therapy*.

***Arizona Directory of Physical Therapy*: \$300**





Advertising Specifications and Terms

The following requirements and specifications are established for electronic and print advertising with the Arizona Physical Therapy Association (AzPTA). The AzPTA takes no responsibility for reproduction if these requirements and specifications are not met.

Digital Ad Specifications:

Acrobat distilled PDF files are the preferred digital file format. Other acceptable file formats are Word or Publisher. Quark Xpress®, InDesign®, and Pagemaker® files are not accepted.

- Dimensions: 468 (wide) pixels x 60 (high) pixels
- Size: 30K maximum
- Color: Paletized to Web palette
- Functionality: A specific URL (e.g., www.aptaaz.org), must accompany each advertisement.
- Delivery: All advertisements should be formatted as GIF or JPEG files and e-mailed to info@aptaaz.org.
- Deadlines: Materials are due one week prior to insertion date for website advertisements and by the posted or quoted deadline for print advertisements.

AzPTA cannot perform design work for your advertisement, but can refer you to a talented designer.

Payment Terms:

Invoices are issued within 30 days of publication (tear sheet enclosed for ads placed in the APTAN) and payment term is upon receipt. Prepayment may be required if previous invoices are not paid timely.

Cancellations:

Not accepted after space closing. All cancellations prior to deadline must be made in writing and acknowledged by the AzPTA Executive Director.

Additional Terms & Conditions:

- AzPTA is not responsible for loss of, or damage to, materials.
- If not advised at space closing of an advertisement, AzPTA will not guarantee placement within the publication.
- Advertisers and their agencies assume full liability for all content of advertisements printed and responsibility for any claims arising against the AzPTA.
- AzPTA is not liable for errors made by the drafter of the advertisement.
- All advertisements must be clearly identified with a trademark and/or signature of the advertisement.
- The word “Advertisement” shall be printed prominently on advertisements that, in the opinion of the AzPTA, might be confused with editorial pages.
- AzPTA reserves the right to reject any advertisement not considered suitable for publication.
- AzPTA will not advertise any product, apparatus, instrument, or device 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 advertising must be submitted in writing immediately. AzPTA will not offer credit if the advertisement repeats incorrectly. AzPTA will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract, when they conflict with these terms and conditions.



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