

JOURNAL OF PHYSICAL THERAPY EDUCATION

2012 ADVERTISEMENT INSERTION REQUEST

To JOPTE:

I wish to insert an advertisement in the *JOURNAL OF PHYSICAL THERAPY EDUCATION* (JOPTE). This completed form is the formal request for the attached advertisement to appear in the JOPTE, includes the prepayment of the cost of the advertisement as required, and indicates understanding that all advertising copy is accepted conditionally upon approval of the editorial content and format of submission by the Editor.

A camera-ready copy of the advertisement is attached.

INSERTION: Continuous Specific Issue

(Ads placed on a continuous basis will be inserted in each successive issue as originally submitted unless notification is received in writing from The Education Section by the normal single-issue deadline to modify the advertising copy or to stop insertions on a continuous basis.)

If continuous, commencing with the _____ issue.

If specific issue, please list:

<u>Issue</u>	<u>Ads Due</u>	<u>Issue Mailed</u>
Winter 2012	November 30	January 16
Spring 2012	March 2	May 11
Fall 2012	July 6	September 17

ADVERTISING RATES

Black and White	Full Page (7.25" x 9.5")	\$500 Per Insertion
	½ Page Horizontal (7.25" x 4.5")	\$300 Per Insertion
	½ Page Vertical (3.5" x 9.5")	\$300 Per Insertion
	¼ Page (3.5" x 4.5")	\$200 Per Insertion

Note: A 10% Discount will apply if you advertise for a full year (3 Issues)

PAYMENT DUE IN ADVANCE: ___ CHECK ___ VISA ___ MASTERCARD ___ AMERICAN EXPRESS
ACCOUNT # _____ EXP DATE _____

Authorized Signature: _____ Date: _____

Authorized Name Printed: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone #: _____ FAX: _____ PO #: _____

MATERIAL SUBMISSION: Advertisements should be submitted electronically via email or on computer disk in either Macintosh or PC formats. Ads can be created in Pagemaker, Quark, Illustrator, Freehand, InDesign, Photoshop, or Acrobat (pdf). All fonts and graphics used to create the ad MUST be included when submitting the ad. All graphics and pdfs MUST be at least 300 dpi to assure quality printing.

Questions regarding advertising should be addressed to:

Lisa McLaughlin
Executive Officer
Education Section, APTA
1111 N Fairfax Street
Alexandria, VA 22314
800/999-2782, ext. 3230
Fax: 703/706-8575
educationsection@apta.org