



# Academy of Geriatric Physical Therapy

## 2018 GERINOTES AD RATES

### About Our Advertising Opportunities

*GeriNotes*, the newsletter for the Academy of Geriatric Physical Therapy, is published five times a year and is distributed to over 5,900 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 the Academy

Geriatrics, health care concerned with the aging, is a rapidly growing specialty in physical therapy. The Academy supports those therapists, assistants, and students that work with an aging population in roles of advocacy, direct patient care, consultation, supervision, and education. The Academy was formed in 1978 to address the needs of the physical therapy practitioner working with the aging client. The Academy represents and serves over 5,800 members with a wide array of services and benefits.

### Advertising Rates [RATES ARE NET]

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

### Ad Sizes and Specifications

Publication trim size	8.5" x 11"
Full Page bleed*	8.75" x 11.25"
Full Page live area	7" x 10"
1/2 Page (Horizontal) bleed*	8.75" x 5.5"
1/2 Page (Horizontal) live area	7" x 5"
1/2 Page (Vertical) bleed*	4.325" x 11.25"
1/2 Page (Vertical) live area	3.5" x 10"
1/4 Page	3.5" x 5"

\*bleed sizes include an additional 1/8" on trimmed edges.

**Send Ad Materials** Karen Curran, Academy of Geriatric Physical Therapy • 3510 East Washington Ave. • Madison, WI 53704

### Advertising FAST Facts

#### READERS

5,900 PTs, PTAs & other PT professionals focused on geriatric patients.

#### PUBLICATIONS

*GeriNotes* [5x]

JAN, MAY, JULY, SEPT, NOV

#### CONFERENCE ISSUES

##### Combined Sections

JAN *GeriNotes*

##### Annual PT Conference

MAY *GeriNotes*

##### National Student Conclave

SEP *GeriNotes*

### Upcoming Deadlines

#### Space Reservations & Materials

<b>MAY 2018</b>	<b>03/15/18</b>
<b>JULY 2018</b>	<b>05/15/18</b>
<b>SEP 2018</b>	<b>07/15/18</b>
<b>NOV 2018</b>	<b>09/15/18</b>
<b>JAN 2019</b>	<b>11/15/18</b>

Please submit artwork via CD or preferably email. 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.

Contact: Karen Curran at 866/586-8247, or email: [Karen.Curran@geriatricspt.org](mailto:Karen.Curran@geriatricspt.org)



# Academy of Geriatric Physical Therapy Advertising Contract

ADVERTISER Information \_\_\_\_\_

Company/Organizational Name \_\_\_\_\_

Advertiser Contact \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip Code \_\_\_\_\_

E-mail \_\_\_\_\_ 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 – 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     Discover

Card # \_\_\_\_\_ CVC (3-digit) \_\_\_\_\_ EXP \_\_\_\_\_

### Method of Payment – Check – \*All payments are due prior to printing.

I will pay by check – please make checks payable to: **Academy of Geriatric Physical Therapy**

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 Academy of Geriatric Physical Therapy 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 Curran

Fax: 608/221-9697

Email: karen.curran@geriatricspt.org

Phone: 866/586-8247

### Send Advertising Materials To:

Karen Curran, AGPT

3510 East Washington Ave.

Madison, WI 53704

Email: karen.curran@geriatricspt.org

