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.

UPCOMING DEADLINES

SPACE RESERVATIONS & MATERIALS

GERINOTES

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 0813/10

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.geriatricspt.org.

ADVERTISING RATES [RATES ARE NET]

GERINOTES

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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 Saevoen. 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.

SEND AD MATERIALS

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

WEB SITE

geriatricspt.org
Section on Geriatrics, APTA  
2010 Advertising Contract

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
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