



Advertise with the Home Health Section – APTA

The Home Health Section of the American Physical Therapy Association (APTA) offers great advertising options, whether you are interested in print, electronic, event sponsorship, or a combination.

About Our Organization

The Home Health Section is the professional association for Physical Therapists and Physical Therapist Assistants who work in home health or community health settings. The Section supports these professionals with continuing education, advocacy, clinical and management information and resources relevant to the home/community health settings.

Audience Demographics

2,400 PTs, PTAs & other PT professionals focused on practicing in the home care setting. Approximately 56% of Home Health Section members work in management or administrative positions and 53% are clinical staff.

In addition to our members, our electronic newsletter (“House Call”) is also distributed to additional 2,500 non-member contacts, including lapsed members, home care agencies, and other home care-related contacts. Total distribution for House Call is approximately 4,800.

Advertising Menu

The Quarterly Report

Print newsletter published 4 times annually. Available to all members in electronic format at all times via website. Distribution/Issue: 2,500 members and subscribers. Ads are full color.

Title	Available Ad Size(s)	Deadline(s)	Price/Issue
Quarterly Report	Full Pg: 7 ½” wide x 9 ½” high	March 15 for Spring	\$375
	Half Pg: 7 ½” wide x 4 ½” high (horizontal) OR 3 ½” wide x 9 ½” high (vertical)		\$250
	Qtr Pg: 7 ½” wide x 2” high (horizontal) OR 3 ½” wide x 4 ½” high (vertical)	June 15 for Summer	\$175
	Back Pg by Reservation: 7 ½” wide x 4 ½” high	September 15 for Fall November 15 for Winter	\$350

Website Banner

Hosted on the Home Health Section homepage. Note that individual banner ads “rotate” for 4 seconds each. Position in rotation is based upon order received.

Title	Available Ad Size(s)	Deadline(s)	Price/Month
Banner Ad	930 pixels (wide) x 220 pixels (high) PNG or JPEG.	Any time. Typically allow 72 hours for installation.	\$120

House Call E-blast

Email newsletter with a distribution of approximately 4,800. 3 advertising openings per issue, first-come first-served.

Title	Available Ad Size(s)	Deadline(s)	Price/Issue
Mid-Winter Combined Sections Meeting (CSM), week before CSM	570 pixels wide x 120 pixels high exactly. Format: jpg	January 15	\$250
Early-Spring, mid-March	570 pixels wide x 120 pixels high	March 1	\$250

	exactly. Format: jpg		
Early-Summer, mid-June	570 pixels wide x 120 pixels high exactly. Format: jpg	June 1	\$250
Late-Summer, mid-August	570 pixels wide x 120 pixels high exactly. Format: jpg	August 1	\$250
Early-Fall, mid-September	570 pixels wide x 120 pixels high exactly. Format: jpg	September 1	\$250
Late-Fall, early-December	570 pixels wide x 120 pixels high exactly. Format: jpg	November 20	\$250

Home Health Section Career Center/Job Board: The Home Health Section has a third-party managed Career Center for both employers and job seekers. Details are here: <http://bit.ly/HHCareerCtr>

Advertising Discounts: We do not offer agency discounts. We generally offer a **10% discount** on pre-paid annual commitments for any advertising type. Refer to the details for each advertising venue for additional discounts.

Order Advertising

To advertise with us, download and complete the “paper” form for the website, About Us > Advertise/Sponsor: <http://www.homehealthsection.org/?page=2>

Or, purchase ads through our website store. Note that discounts for advertisements purchased through the website will be applied after your advertising orders are submitted.