



971 Albany Shaker Road ▼ Latham, NY 12210 ▼ Phone: 518-459-4499 ▼ fax: 518-459-8953 ▼ gbaker@nypta.org □ www.nypta.org



Advertiser: _____
 Signature of authorized advertiser: _____
 Print name: _____
 Complete billing address: _____

 Phone: () _____ Fax: () _____
 E-mail: _____ Web site address: _____

2019 RATES & DIMENSIONS

PREPAYMENT IS REQUIRED

To receive the reduced advertising price for five+ consecutive insertions, the **total number** of insertions for that advertisement must be indicated on this order form starting with the first insertion of your advertisement. We cannot apply these special rates to orders after the first insertion has been placed.

DESCRIPTION/DIMENSIONS	BLACK & WHITE		2-COLOR		4-COLOR	
	SINGLE INSERTION (per issue)	5+ INSERTIONS (per issue)	SINGLE INSERTION (per issue)	5+ INSERTIONS (per issue)	SINGLE INSERTION (per issue)	5+ INSERTIONS (per issue)
<input type="checkbox"/> Centerfold (16" W x 10" H)	\$715	\$650	\$790	\$725	\$865	\$800
<input type="checkbox"/> Full-Page (7½" W x 10" H)	\$470	\$425	\$545	\$500	\$620	\$575
<input type="checkbox"/> Back Cover Half-Page (7½" W x 4¾" H)	\$385	\$350	\$460	\$425	\$535	\$500
<input type="checkbox"/> Half-Page Horizontal (7½" W x 4¾" H)	\$275	\$225	\$350	\$300	\$425	\$375
<input type="checkbox"/> Half-Page Vertical (3½" W x 10" H)	\$275	\$225	\$350	\$300	\$425	\$375
<input type="checkbox"/> One-Third-Page Vertical (2½" W x 10" H)	\$205	N/A	\$280	N/A	\$355	NA
<input type="checkbox"/> Quarter-Page (3½" W x 4¾" H)	\$175	\$160	\$250	\$235	\$325	\$310
<input type="checkbox"/> One-Sixth-Page Vertical (2¼" W x 4¾" H)	\$135	N/A	\$210	N/A	\$285	NA
<input type="checkbox"/> Business Card (3½" W x 2¼" H)	\$110	N/A	\$185	N/A	\$260	NA

DIGITAL PUBLICATION DATES

2019

January/February March /April May/June July/August September/October November/December

Camera-ready art enclosed? NYPTA accepts high resolution PDFs to be emailed to Gloria Baker at gbaker@nypta.org.

Deadlines: Fourteenth business day of the month prior to the month of publication (e.g., the fourteenth business day of February would be the deadline for receipt of advertisements to be placed in the march/April issue.)

Distribution: Newsletters are received by NYPTA members no later than the last day of the first month. (For example, the March/April issue is delivered near the end of March, the May/June issue is delivered near the end of May.)

Agency Discounts: Not applied to rates and are not available.

Advertising Policy: Both APTA and NYPTA are opposed, as a matter of health care policy, to arrangements under which sources of referral stand to profit from referring patients for physical therapy (HOD 06-99-13-17 and BOD 01-05-06). Because of this policy, NYPTA does not accept advertising from any practices in which the referral source has 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. To complete your submission to NYPTA, you must make the following certification by checking the "I agree" box below:

I certify that no referral source has financial interest in the practice that is the subject of this advertisement. () I agree

Signed _____