



# New York Physical Therapy Association, Inc.

A Chapter of the American Physical Therapy Association

5 Palisades Drive, Suite 330 • Executive Woods • Albany, NY 12205  
518-459-4499 • fax: 518-459-8953 • bbrown@nypta.org • www.nypta.org

Advertiser: \_\_\_\_\_  
 Signature of authorized advertiser: \_\_\_\_\_  
 Print name: \_\_\_\_\_  
 Complete billing address: \_\_\_\_\_  
 \_\_\_\_\_  
 Phone: (     ) \_\_\_\_\_ Fax: (     ) \_\_\_\_\_  
 E-mail: \_\_\_\_\_ Web site address: \_\_\_\_\_

## RATES & DIMENSIONS

### P R E P A Y M E N T IS REQUIRED

DESCRIPTION/DIMENSIONS	FILE SIZE LIMIT	PRICE
<input type="checkbox"/> Banner Ad 468 x 60 px	10 k	\$150.00
<input type="checkbox"/> 1/2 Banner Ad 234 x 60 px	5 k	\$100.00
<input type="checkbox"/> Rectangular Banner Ad 130 x 160 px	5 k	\$ 75.00
<input type="checkbox"/> Small Banner Ad 130 x 80 px	3 k	\$ 50.00
<input type="checkbox"/> HotPoints 180 x 180 px	5 k	\$100.00
<input type="checkbox"/> NYPTA Web Calendar 150 words or less		\$150.00

Members receive 10% off the web site calendar  
 Get your CEHs thru NYPTA and the ad is free!

## INSERTION DATES

### 2013

- |                                   |                                |                                    |                                    |                                   |
|-----------------------------------|--------------------------------|------------------------------------|------------------------------------|-----------------------------------|
| <input type="checkbox"/> January  | <input type="checkbox"/> April | <input type="checkbox"/> July      | <input type="checkbox"/> September | <input type="checkbox"/> November |
| <input type="checkbox"/> February | <input type="checkbox"/> May   | <input type="checkbox"/> August    | <input type="checkbox"/> October   | <input type="checkbox"/> December |
| <input type="checkbox"/> March    | <input type="checkbox"/> June  | <input type="checkbox"/> September |                                    |                                   |

• **Artwork:** If you do not have a banner ad and wish NYPTA to create one for you, a \$50.00 hourly charge will apply (minimum: 1 hour).

• **Agency Discounts:** Not applied to rates and are not available

• **Accepted File Formats:** GIF, JPEG Files

• **Deadlines:** One week prior to the first of the month you wish your ad displayed.

• **Target URL:** \_\_\_\_\_ **Alt Text** \_\_\_\_\_  
 All supplied URLs should be active at the time the banner is submitted. We will not display advertising with dead URLs.

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

• **For more information** on the electronic advertising opportunities, visit <http://www.nypta.org/advertising>.

• **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 \_\_\_\_\_