

VIRGINIA PHYSICAL THERAPY ASSOCIATION

2010 Advertising Information and Contract for *The Virginian*

(Ad deadlines **Newsletter: 7/15***; **News Brief: 1/15, 4/15 & 10/15**)

(Publication date: **Newsletter: 45 days after deadline date, News Brief (electronic): 30 days after deadline date**)

* Note: 7/15 deadline is a **Special Edition**. Below rates do not apply—see Special Edition Contract. *

- 1. Please print or type information. The right to reject an ad or to change wording in accordance with VPTA policy is retained by the publisher.
- 2. **Payment (check or charge) must be included with the order** and checks should be made payable to: **VIRGINIA PHYSICAL THERAPY ASSOCIATION**. Submit signed contract, a PDF of the ad, payment, and other instructions to:

Julia Rice, Executive Director
 Virginia Physical Therapy Association
 PO Box 327
 Alexandria, VA 22313-0327

FAX: 703-706-8575
 e-mail: juliarice@apta.org
 Phone: 703/706-3235

- 3. Display Ad Rates per issue: 10% Discount for ads placed in multiple issues other than Special Edition

<u>Ad Size</u> (width x height)	<u>Cost</u>
Full page (7 1/2" x 9 7/8")	\$300
1/2 page horizontal (7 1/2" x 4 3/4")	\$225
1/2 page vertical (3 5/8" x 9 7/8")	\$225
1/4-page (3 5/8" x 4 3/4")	\$150

- 4. Requests for advertising in the News Brief or specific placement of ads in the Newsletter will be honored on a first-come, first-served basis. Please include a notice if requesting a specific location.
- 5. Advertisers will receive a copy of issue in which they advertise.

You are hereby authorized to publish our advertising in *The Virginian*.

Company Name:

Phone: _____ Fax: _____ E-mail: _____

Contact Person:

Address:

Ad Size: 1/4 1/2 vertical 1/2 horizontal Full Rate: \$

Issue(s) for Placement: Spring Summer Winter (Discount of 10% for more than one)

Total Amount Enclosed \$

Method of Payment: Check MasterCard Visa American Express

Name on Card: _____ Card # _____ Exp. Date: _____

Authorized Signature _____

It is understood and agreed that this contract may be cancelled provided that 60 days written notice is given. If an advertisement is discontinued before the expiration of this contract, we will pay for the insertions already published and/or scheduled within 90 days of termination of the contract. In the event of failure on our part to make payment as agreed upon, *The Virginian* staff shall have the right to discontinue this advertisement and cancel this contract.

Authorized Signature

Printed Name

Title

Date _____