



MEDIA KIT

PRINT | ONLINE | DIGITAL | EVENT



APTA
WisconsinSM



Dear Advertiser:

If you are looking for the perfect place to deliver your advertising message to the unique market of physical therapists, physical therapist assistants and physical therapy students, APTA Wisconsin has the answer for you! Advertising in APTA Wisconsin publications is a great value, not to mention the best way to get your message out to those who use your products and services on an everyday basis.



- The quarterly **PT Connections** newsletter keeps our members up to date with what's happening throughout the profession, both nationally and at home.
- The electronic newsletter, **APTA Wisconsin eNews**, sent every other week, is a great option for advertisers that want to connect with members directly in their inbox.
- Connect with over 300 PTs, PTAs, and students at our **spring and fall conferences**. Options range from material distribution and mailing lists to meeting face-to-face with our members as an exhibitor during fall conference.
- For advertisers who want to reach our members more frequently, utilize our popular website, **www.aptawi.org** to drive traffic to your own organization's website. Advertisers have the option of buying banner ads to reach the most people possible.

This media kit includes our advertising rates and insertion order forms. I encourage you to explore the many opportunities described in this media kit to make APTA Wisconsin digital and print publications part of your organization's marketing mix. We provide affordable opportunities that will fit any budget, but prime advertising spots go quickly and are sold on a first-come, first-served basis.

If you have any questions, or would like an advertising proposal put together to suit your specific needs, please give me a call at 608/221-9191, or contact me via email at aptawi@aptawi.org.

I look forward to working with you to help you meet your advertising needs.

Sincerely,

A handwritten signature in black ink, appearing to read "Amy Reiter".

Amy Reiter
Executive Director, APTA Wisconsin

Advertising Policy

Educational and informational materials are disseminated to members of APTA Wisconsin, and others in the health care field through the publication of the APTA Wisconsin Newsletter and other publications. These materials may include advertising.

All advertising appearing in APTA Wisconsin publications shall be in keeping with the ethical standards and policies of the APTA Wisconsin. The Executive Director and Editor shall approve all advertising placed in APTA Wisconsin publications.

APTA Wisconsin shall have the right to approve or deny all advertising prior to publication. Products and services eligible for advertising in APTA Wisconsin publications shall be germane to the practice of physical therapy or the purposes of APTA Wisconsin.

The appearance in APTA Wisconsin publications of advertisements for products or services shall not be construed as an endorsement of those products or services by APTA Wisconsin, or its Board of Directors. Evaluations of advertising copy will not be based on tests conducted by APTA, APTA Wisconsin, or any of its components.

Instructions to Advertisers

All ads should be sent via email to Amy Reiter at amy.reiter@aptawi.org and aptawi@aptawi.org. APTA Wisconsin reserves the right to request new artwork if what is submitted is unacceptable. Additional artwork or typesetting will be billed to you at current rates.

Editorial Policy

All advertisements must conform with the ethical standards and policies of the APTA and APTA Wisconsin. APTA Wisconsin reserves the right to decline any advertisement considered contrary to, or in conflict with, APTA/APTA Wisconsin bylaws, policies, or Code of Ethics. The appearance of an advertisement on the APTA Wisconsin website does not constitute or imply endorsement of an employer or of an educational activity by APTA Wisconsin. APTA Wisconsin does not verify the accuracy of an advertisement. APTA Wisconsin does not accept advertising from political candidates.

Blackout Period

APTA Wisconsin is unable to accept ads for placement in the Newsletter, Facebook page, or on the APTA Wisconsin website (www.aptawi.org) for continuing education courses that are held one weekend prior to one weekend after the APTA Wisconsin Annual Conferences (usually held in April and October).

Cancellations

APTA Wisconsin does not charge for cancellations if they are received by the start/due date. No refunds will be issued for ads cancelled after the due date.

Terms of Payment

Net Cash 30 Days, No Discount. WPTA reserves the right to require payment before acceptance. All rates are subject to change without notice.

APTA WISCONSIN WEBSITE

Banner Ads

Aptawi.org, as an entity, receives over 1700 unique hits per day on various pages of the website. Please browse the opportunities below, which are listed in increasing order of ad impressions per placement:

Homepage Ad Row

Our highly trafficked homepage receives approximately 27,000 page views per month and is the starting point for many visitors to the website.

Member Login Page

The member login page represents a funnel by which all members must pass to get to 50% of the Aptawi.org webpages. A majority of APTA Wisconsin membership ranks the online member resources as "major" benefit of belonging to the Association. This page receives over 1,000 logins per month, and is directed specifically at current members.

Rates

Location	Size	Price
Home Page	300 x100 px	\$200/mo or \$2000/year
Member Login	300x100 px	\$150/mo or \$1500/year

Need help with your ad? Our designers can provide you a professional banner ad, and quickly (usually in 48 hours). Prices are \$250 for a static ad or \$400 for a Flash Ad. We'll add the cost to your campaign charge.

APTA Wisconsin Career Center

The best and brightest therapists use our website every day. Access this targeted and qualified pool of talent by advertising your jobs on our career center. Post your jobs at <http://jobs.wpta.org/home/>.

Rates

Choose the listing package that works best for your budget. Rates start at \$199 per 30 day listing.



PT CONNECTIONS



October 2020 A CHAPTER OF THE AMERICAN PHYSICAL THERAPY ASSOCIATION Volume 50, Issue 4

WPT-PAC \$25,000 Challenge

Please help the WPTA protect and promote the practice of physical therapy in Wisconsin by participating in our online fundraising drive!

Why is your support SO important?

- Support candidates for public office that support our profession and our priorities.
- Block legislation that threatens our scope of practice.
- Advance legislation that continues to be in the forefront of our profession.
- Secure a voice for us, and therefore a seat at the "policy table".
- Advocate for the future of PT, while protecting all we have accomplished to date.
- Assure money and funds are allocated for legal/policy issues in the promotion of PT.
- Be on the forefront of policy and healthcare reforms, and have the resources to execute these reforms.
- Effectively counteract opposing causes and groups attempting to suppress our purpose.

The Wisconsin Physical Therapy Political Action Committee (WPT-PAC) empowers PTs and PTAs to be more involved in the determination of state laws and policies. WPTA created this mechanism to allow the physical therapy profession to channel its financial and grassroots support to help ensure Wisconsin's political leaders are aware of, and responsive to, the physical therapy profession's goals and viewpoints. WPT-PAC disburses funds according to the needs of the profession at a given time, not according to a political ideology. Contributions are deposited into a single bank account for disbursement consideration to state candidates. WPT-PAC represents the profession with Wisconsin Legislators by providing opportunities for WPTA members and staff to voice support or opposition to proposed state legislation. WPTA members can recommend to WPT-PAC a candidate for which it should support however, the WPT-PAC committee upon recommendation of lobbyists decide who will receive WPT-PAC contributions.

WPTA dues cannot be used for political contributions; it is illegal to use association dues for PAC contributions to candidates. All contributions must be separate and voluntary to the WPT-PAC.

PAC Challenge continued on page X



President's Message

Dennis Kaster, PT



Wow, what an unprecedented time this is! COVID-19 continues to turn our lives upside down, but everyone is adapting and doing the best we can. Here at WPTA we are doing the same. We have been having all of our board meetings virtually and our executive director Amy Reiter and staff have been doing a great deal of work remotely from home. As a result, you are not seeing any interruptions

in services to our members. We continue to work on many things behind the scenes, like working to ensure proper payment for and continuation of telehealth. Lynn Stefes, PT, DPT, is working tirelessly on this area and also collaborating with our lobbyists Jeremy Shepard and Annie Early on this issue.

We are also working to ensure we stay financially viable during this difficult time, so again, our members do not see any decrease in the high level of service that we provide. We are making some cost saving measures, as we are seeing less revenue coming in due to the cancellation of conferences and a decrease in membership renewal. We have seen membership renewal decrease by approximately 20% during this past summer, but we are hoping to get these members back as soon as things start to normalize and people's finances stabilize. If you know any PTs/PTAs who are not members, please let them know membership is an invaluable resource. An investment in APTA/WPTA membership is an investment in the success of all of our futures. APTA and WPTA continuously fight to ensure that PTs and PTAs are able to practice at the highest level, negotiate with Medicare, Medicaid and commercial payers to get the best possible payment and minimize utilization review processes, as well as a multitude of other benefits. We have cancelled our Fall Conference and combined with several other state chapters to offer an awesome virtual Fall Conference October 9-10. Please take advantage of this excellent and inspiring education.

As we prepare for 2021, we are excited to celebrate the 100th anniversary of the APTA. What an awesome accomplishment. We had many great events planned to celebrate this anniversary, but COVID-19 is causing us to change some of our plans. There will still be a celebration on January 15, at Keen's Chophouse in New York City. The

President's Message continued on next page

Reaching over 2700 Physical Therapy professionals each digital mailing.

PT Connections offers an effective and timely method of marketing your organization or facility to the physical therapy population of Wisconsin. We encourage you to use this medium to your advantage. It is an excellent way for recruiters, equipment vendors, course sponsors, and others to inform the physical therapy community of Wisconsin of their services.

PT Connections is digitally published four times per year in January, April, July, and October.

The rate schedule features a 10% discount with a four issue agreement - with full payment due the first issue the ad appears in.

There is a \$50 extra charge for typesetting.

Continuing Education Calendar Listing

Notices for Continuing Education courses are accepted for \$35.00/listing which will include the date, time, instructor, course name, location, and contact person for each seminar. Additional information will not be accepted for this listing. If you wish to promote your seminar with more detail, please submit the information for inclusion in the advertising section of the publication.

Classified Ads

Small classified ads (maximum of 75 words or less) without any graphics or logos are also accepted at \$35.00 per listing.

Newsletter Issue	Submission Deadline	Mailing Date
January	December 1	By January 15
April	March 1	By April 15
July	June 1	By July 15
October	September 1	By October 15

	<p>¼ page 3½" W x 4½" D camera ready \$100.00 per issue</p>
	<p>½ page 7½" W x 4½" D camera ready \$175.00 per issue</p>
	<p>Full page 7½" W x 9½" D camera ready \$250.00 per issue</p>

eNEWS/SOCIAL MEDIA

APTA Wisconsin eNews is a twice monthly electronic newsletter sent to all APTA Wisconsin members designed to help keep PTs, PTAs and students up to date on the latest news within their profession. It is a free benefit for all APTA Wisconsin members.

Only two of each ad type (six ads total) will be included in each issue. Ads will be placed on a first-come, first-served basis. *eNews is sent in both an html and text format for email interfaces that do not accept html documents.*

Featured article - A blog post or other online article with preview and hyperlink to "READ MORE", posted in the Industry News section of eNews. **\$200/mo. (1 issue)**

Banner ad - 468 x 60 pixel digital art file in .jpg format that is under 50KB in file size. Ad runs horizontally within the main body of the email. **\$400/mo. (2 issues)**

APTA Wisconsin's Facebook page has over 1900 followers and is growing every day. Take advantage of advertising to our members where they are already spending their time.

Facebook post - Advertiser provided image and hyperlink. **\$150/post**

The screenshot shows the top of an eNews newsletter. The header is blue with the APTA Wisconsin logo on the left and the word 'eNews' on the right. Below the header, the main content area is white. The first section is titled '2020 APTA Wisconsin Election Results' in blue. It includes a thank-you message to candidates, followed by lists of elected officials: Chief Delegate Jane Bernatovich, Director Carmen Liebelt, Nominating Committee members Lauren Hogan, Krissa Reeves, Jeff Hartman, and Nicole Quarne, and Delegates Carlynn Alt, Chantel Hasman, Amy Taebel, Sheri Bunyan, and Amy Helminski. It also lists Alternate Delegates Dan Russo, Barbara Helgeson, Michael Cropes, and Nathan Matje. A note mentions that newly elected members will be sworn in during the spring business meeting. Below this is a red-bordered box containing a blue button that says 'APTA WI On-Demand Webinars Best Practices in Documentation Series' and an orange button that says 'Topics include: Payment Strategies, Audits, Telehealth, Informed Consent and more! Click here to get started!'. The bottom section is titled '2021 APTA Wisconsin Student Conclave' in blue.

DIGITAL MEDIA PACKAGES

Advertise your organization multiple ways and save money! APTA Wisconsin provides three options to advertise in eNews, on Facebook and on aptawi.org. Reach PTs, PTAs and students online and have your message delivered directly to their inbox.

GOLD - \$550/month (Save \$50!)

- Home page 300x100 px banner ad on aptawi.org
- eNews banner ad (2x/month)

SILVER - \$500/month (Save \$50!)

- Member Login page 300x100 px banner ad on aptawi.org
- eNews banner ad (2x/month)

BRONZE - \$300/month (Save \$50!)

- Home page 300x100 px banner ad on aptawi.org
- Facebook Sponsored Post

CONFERENCES

Over 300 physical therapists, physical therapist assistants, students and guests from throughout Wisconsin attend APTA Wisconsin Spring and Fall conferences. Though there is no onsite exhibit hall at our Spring conferences, we invite you to participate through one or more of the following ways:

Sponsorships

Your organization will receive signage at the sponsored event along with an acknowledgement in every participant's conference packet. Sponsorship fees:

- Thursday or Friday Morning and Afternoon Breaks - \$150 (Spring and Fall)
- Thursday or Friday Breakfast - \$150 (Spring and Fall)
- Friday Business Meeting Luncheon - \$300 (Spring and Fall)
- Awards Dinner - \$300 (Spring only)

Inserts

Advertising inserts will be accepted for placement in every participant's conference packet. 8.5x11, 1-sided only ads will be duplicated as black & white on color paper - \$250.

Mailing Lists

A mailing list can be purchased with names and addresses of conference attendees. Pre-conference lists – \$35 and will be sent to you two weeks prior to the conference. Post-conference lists – \$50 and will be sent to you within one week of the conference conclusion.

Material Distribution

APTA Wisconsin can distribute your flyer, brochure, catalog, giveaways, etc. to participants for a \$100 fee. Details on where to ship materials will be included with your confirmation.

Fall Conference Exhibit Hall

A **limited** number of skirted exhibit tables will be available for exhibitors on a first-come, first-served basis from **noon-2 pm on Thursday**. This time has been set aside as unopposed exhibit time. A buffet lunch will be available from noon – 2 pm for both exhibitors and attendees. To better serve your advertising needs, there are three exhibiting options:

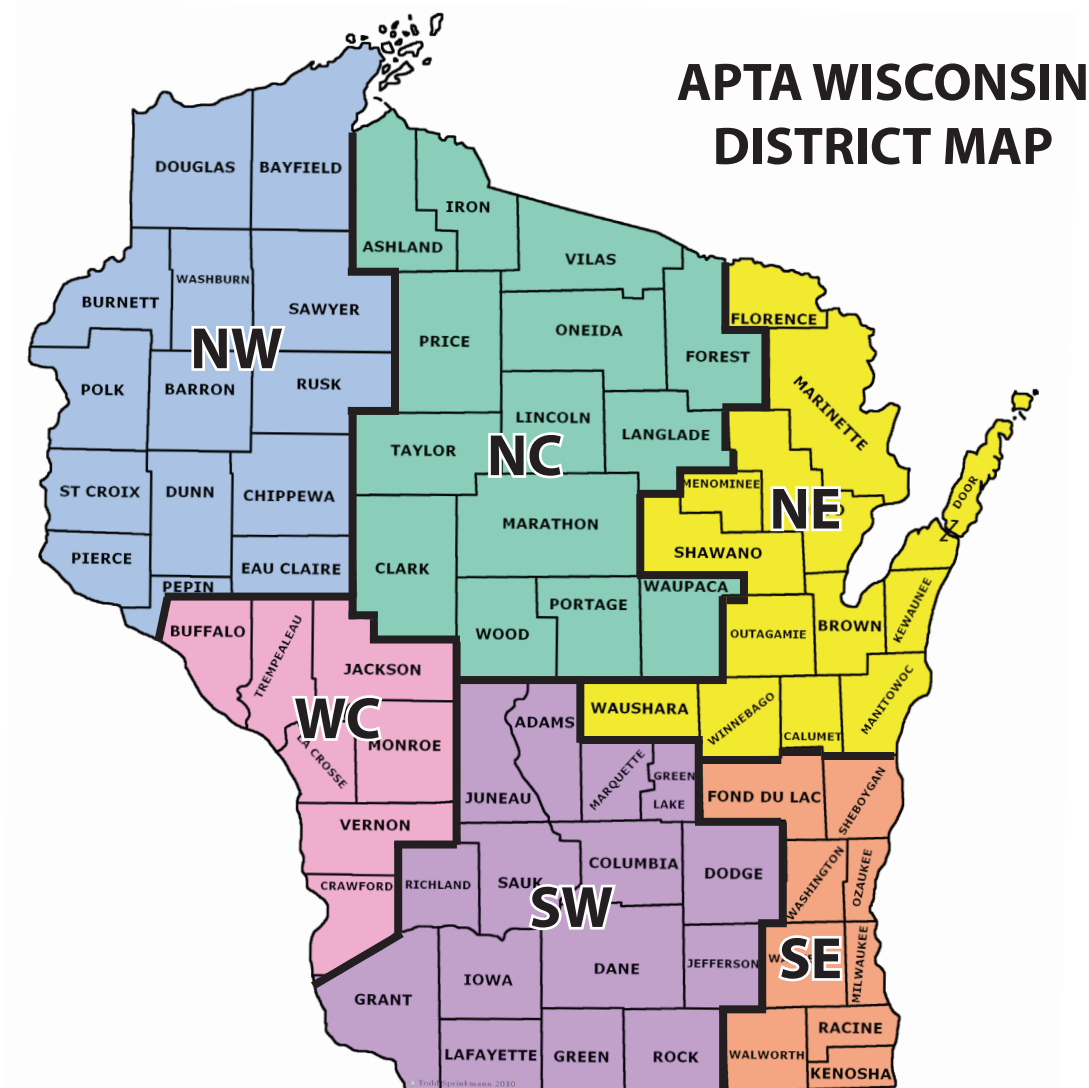
GOLD - \$600	SILVER - \$375	BRONZE - \$325
<ul style="list-style-type: none"> • 6-ft banquet table with prime exhibit hall placement • Company contact information and description included in attendee folders • Company name listed in <i>PT Connections</i> after conference • Company logo posted on Aptawi.org 1 month before conference • eNews ad for 1 month (2 issues) OR one full page <i>PT Connections</i> newsletter ad* 	<ul style="list-style-type: none"> • 6-ft banquet table • Company contact information and description included in attendee folders • Company name listed in <i>PT Connections</i> after conference • Company logo posted on Aptawi.org 1 month before conference 	<ul style="list-style-type: none"> • 6-ft banquet table • Company contact information and description included in attendee folders • Company name listed in <i>PT Connections</i> after conference
		Additional Options: <ul style="list-style-type: none"> • Inserts - \$250 • Mailing Lists - \$35 pre/\$50 post • Material Distribution - \$100 • Sponsorships - Varies

MAILING LIST RENTAL

Would your organization like mailing access to the APTA Wisconsin membership? Do you need access to private practitioners, hospital department managers, equipment buyers? Then the APTA Wisconsin mailing list may be the marketing tool you need. ***Mailing list does not include email addresses.***

Purchase Policies

- The list will be emailed in Microsoft Excel format and is for a **one-time use only**. The list cannot be copied or reproduced in any way.
- Each organization/individual requesting labels must fill out a form indicating the use of the list as well as a signature stating agreement to the restrictions.
- The fee for processing the list is \$0.26/name.
- There is no charge to obtain a list for official APTA Wisconsin events, such as district meetings, membership events, etc...
- The turn around time is 3 to 5 business days.
- Association individuals who request that their addresses not be released will automatically be removed from all lists.



PT CONNECTIONS ADVERTISING ORDER FORM

Please complete this form and email to APTA Wisconsin. You will be sent an invoice and a tearsheet of your ad when the newsletter is emailed. **Newsletter ad deadlines are the first day of December, March, June and September.** *PT Connections* is digitally published in January, April, July, and October.

Issue: _____

Advertiser: _____ Date: _____

Address: _____

City, State, ZIP: _____

Contact Person: _____

Advertising Agency: _____

Address: _____

City, State, ZIP: _____

Contact Person: _____

Select	Ad Size	Format	Cost
	Continuing Education Ad	Typeset by APTA WI	\$35
	1/4 page (3.5" W x 4.5" D)	Full Color Camera Ready	\$100
	1/2 page (7.5" W x 4.5" D)	Full Color Camera Ready	\$175
	Full Page (7.5" W x 9.5" D)	Full Color Camera Ready	\$250
	Full Page Insert (8.5" W x 11" D)	Vendor Printed*	\$250

APTA Wisconsin can typeset your ad for an additional \$50 design fee.

****Insert printing is available, contact APTA Wisconsin for pricing details.***



3510 East Washington Avenue | Madison, WI 53704

Phone: (608)221-9191 | Fax (608)221-9697 | Email: aptawi@aptawi.org

MAILING LIST ORDER FORM

Purchase Policies

- The list is for a one time use only. The list cannot be copied or reproduced in any way.
- Each organization/individual requesting the list must fill out a form indicating the use of the list as well as a signature stating agreement to the restrictions.
- The fee for processing the list is \$0.26/name.
- There is no charge to obtain a list for official APTA Wisconsin events (district meetings, membership events, etc.)
- The turn around time is 3 to 5 business days.
- Association individuals who request that their addresses not be released will automatically be removed from all lists.
- The APTA Wisconsin mailing list will be sent electronically in Microsoft Excel format.

The mailing list will be used for the following purpose:

Please circle all the criteria necessary for the list:

Physical Therapist		Physical Therapist Assistant		PT/PTA Students	
NE District	NW District	NC District	SE District	SW District	WC District

Do the labels need to be provided in zip code order? ☐ Yes ☐ No

Email list to: _____

Phone: _____ Email: _____

Bill to: _____

I agree to all above stated conditions.

Signed _____ Date _____



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WEBSITE ADVERTISING ORDER FORM

Please complete this form and return it to APTA Wisconsin. Ads and hyperlinks should be emailed to aptawi@aptawi.org.

Company Name _____

Address _____ City/State/Zip _____

Contact Person _____

Email address _____

Advertising Agency _____

Address _____ City/State/Zip _____

Contact Person _____

Email address _____

<input checked="" type="checkbox"/>	Location	Size	Price
	Home Page	300x100 px	\$200/mo or \$2000/year
	Member Login Page	300x100 px	\$150/mo or \$1500/year

Length of Ad Placement _____ months

PAYMENT

_____ Check Enclosed (Please make checks payable to APTA Wisconsin)

Or – Credit Card _____ VISA _____ MasterCard _____ Discover

Card Number _____ Security Code _____
(If Business Credit Card)

Cardholder's Name (print) _____

Billing Address _____

City/State/Zip _____

Exp. Date _____ Signature _____ Total \$ _____



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eNEWS/SOCIAL MEDIA ADVERTISING ORDER FORM

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Company Name _____

Address _____ City/State/Zip _____

Contact Person _____

Email address _____

Advertising Agency _____

Address _____ City/State/Zip _____

Contact Person _____

Email address _____

Featured Article (\$200/issue) _____ Facebook Post (\$150/post) _____

Banner Ad (\$400/mo.) _____ Length of Ad Placement _____ months

All ads, articles and images must be approved by the APTA Wisconsin prior to posting.

PAYMENT

_____ Check Enclosed (Please make checks payable to APTA Wisconsin)

Or – Credit Card _____ VISA _____ MasterCard _____ Discover

Card Number _____ Security Code _____
(If Business Credit Card)

Cardholder's Name (print) _____

Billing Address _____

City/State/Zip _____

Exp. Date _____ Signature _____ Total \$ _____



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DIGITAL MEDIA PACKAGE ADVERTISING ORDER FORM

Please complete this form and return it to APTA Wisconsin. Ads and hyperlinks should be sent to aptawi@aptawi.org.

Company Name _____

Address _____ City/State/Zip _____

Contact Person _____

Email address _____

Advertising Agency _____

Address _____ City/State/Zip _____

Contact Person _____

Email address _____ Length of Placement _____ months

GOLD - \$550/month (Save \$50!)

-Home page 300x100 px banner ad on aptawi.org
-eNews banner ad (2x/month)

SILVER - \$500/month (Save \$50!)

-Member Login page 300x100 px banner ad on aptawi.org
-eNews banner ad (2x/month)

BRONZE - \$300/month (Save \$50!)

-Home page 300x100 px banner ad on aptawi.org
-Facebook Sponsored Post

PAYMENT

_____ Check Enclosed (Please make checks payable to APTA Wisconsin)

Or – Credit Card _____ VISA _____ MasterCard _____ Discover

Card Number _____ Security Code _____
(If Business Credit Card)

Cardholder's Name (print) _____

Billing Address _____

City/State/Zip _____

Exp. Date _____ Signature _____ Total \$ _____



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