



# MEDIA

PRINT | ONLINE | DIGITAL | EVENT



# KIT



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 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](mailto: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 Olson".

**Amy Olson**

Executive Director, APTA Wisconsin

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### Advertising Policy

Educational and informational materials are disseminated to members of APTA Wisconsin, and others in the health care field through APTA Wisconsin 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 Olson at [amy.olson@aptawi.org](mailto:amy.olson@aptawi.org) and [aptawi@aptawi.org](mailto: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](http://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. APTA Wisconsin reserves the right to require payment before acceptance. All rates are subject to change without notice.

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# 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.



## 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 2400 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 includes the APTA Wisconsin logo (A Chapter of the American Physical Therapy Association) and the word "eNews". Below the header is a section titled "2020 APTA Wisconsin Election Results". The text in this section thanks candidates and lists the following roles and names: Chief Delegate Jane Bernatovich; Director Carmen Liebelt; Nominating Committee Lauren Hogan, Krissa Reeves, Jeff Hartman, and Nicole Quarne; Delegates Carlynn Alt, Chantel Hasman, Amy Taebel, Sheri Bunyan and Amy Helminski; and Alternate Delegates Dan Russo, Barbara Helgeson, Michael Cropes and Nathan Matje. A note states that newly elected members will be sworn in during the spring business meeting. Below this is a promotional box for "APTA WI On-Demand Webinars" with the title "Best Practices in Documentation Series" and a list of topics: "Payment Strategies, Audits, Telehealth, Informed Consent and more!". A yellow button with the text "Click here to get started!" is also present. At the bottom of the screenshot is the heading "2021 APTA Wisconsin Student Conclave".

## 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](http://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](http://aptawi.org)  
-eNews banner ad (2x/month)

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

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

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

-Home page 300x100 px banner ad on [aptawi.org](http://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)
- Business Meeting Luncheon - \$300 (Spring and Fall)
- Awards Ceremony - \$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:

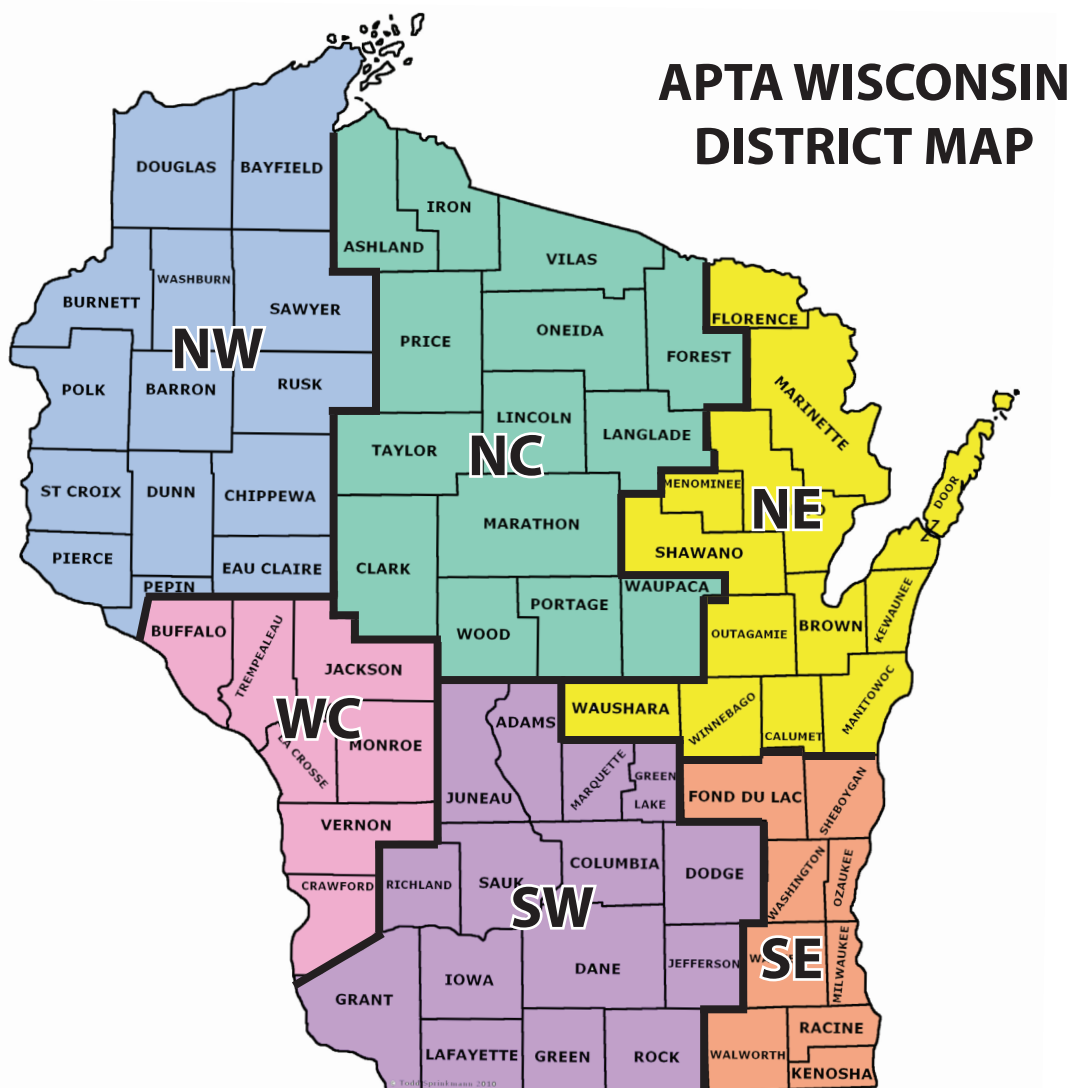
<b>GOLD - \$600</b>	<b>SILVER - \$375</b>	<b>BRONZE - \$325</b>
<ul style="list-style-type: none"> <li>• 6-ft banquet table with prime exhibit hall placement</li> <li>• Company contact information and description included in attendee folders</li> <li>• Company logo posted on Aptawi.org 1 month before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

# 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.



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# 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:

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Please circle all the criteria necessary for the list:

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

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 \_\_\_\_\_



P.O. Box 341 | McFarland, WI 53558  
Phone: (608)221-9191 | Email: [aptawi@aptawi.org](mailto:aptawi@aptawi.org)

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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](mailto: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

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## PAYMENT

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\_\_\_\_\_ 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

Please complete this form and return it to APTA Wisconsin. Ads and hyperlinks should be emailed to [aptawi@aptawi.org](mailto:aptawi@aptawi.org).

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.*

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### PAYMENT

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\_\_\_\_\_ 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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Phone: (608)221-9191 | Email: [aptawi@aptawi.org](mailto:aptawi@aptawi.org)

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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](mailto: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

<p><b>GOLD - \$550/month (Save \$50!)</b> -Home page 300x100 px banner ad on aptawi.org -eNews banner ad (2x/month)</p>
<p><b>SILVER - \$500/month (Save \$50!)</b> -Member Login page 300x100 px banner ad on aptawi.org -eNews banner ad (2x/month)</p>
<p><b>BRONZE - \$300/month (Save \$50!)</b> -Home page 300x100 px banner ad on aptawi.org -Facebook Sponsored Post</p>

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## PAYMENT

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\_\_\_\_\_ 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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