

WEST VIRGINIA PHYSICAL THERAPY ASSOCIATION 2012 PARTNERSHIP PROGRAM

WVPTA offers several marketing opportunities for businesses to promote services, products, educational opportunities and job information to our members who own private practices, work in hospitals, nursing homes, home-health companies and a variety of other settings. Direct benefits to your company include exposure and improved name recognition of your company's products and services to those physical therapists that make purchasing and hiring decisions in their businesses.

- **2012 Premier Partner** \$2500
(includes all options & maximum exposure)

- **2012 Conference April 28-29, 2012**
 - Platinum Conference Sponsor* \$1800
 - Gold Conference Sponsor* \$1250
 - Silver Conference Sponsor* \$ 750
 - Bronze Conference Sponsor* \$ 500

- **Job Postings on Website**
 - WVPTA Members* \$ 100 (per month)
 - Non-Members* \$ 150 (per month)

- **Mailing Labels of Membership**
 - Labels for 500 members* \$200

- **Advertisements Opportunities**
A complete listing on page 3



The West Virginia Physical Therapy Association was established in 1946, and provides a variety of services to physical therapists, physical therapist assistants and students throughout West Virginia.

WVPTA Sponsor & Partner Benefits

Description	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor	Premier Partner
Host a tabletop display at spring conference	✓	✓	✓	✓	✓
Opportunity to provide door prizes at spring conference	✓	✓	✓	✓	✓
Option to provide giveaway favors at spring conference	✓	✓	✓	✓	✓
Name recognition on WVPTA newsletter before and after spring conference	✓	✓	✓	✓	✓
Name recognition on conference packet sponsor flier at spring conference	✓	✓	✓	✓	✓
Your company's name with link to your webpage on conference materials		✓	✓	✓	✓
Recognition at meal through tent cards on tables at spring conference*		✓	<i>Only available at Silver Level</i>		
Be recognized at all conference plenary sessions		✓	✓	✓	✓
Sponsorship for the PT After Hours regional meetings					✓
Your company's name with link to your webpage in each WVPTA Newsletter – March, June, September, and December distributed to 500 current members and is posted on the website					✓
Rotating banner ad with link to your homepage for 12 months					✓
Complimentary registration * for spring conference attendance	0	0	1	1	2
Investment	\$500	\$750	\$1,250	\$1,800	\$2,500

*Clinical continuing education courses offered by WVPTA are intended for licensed health professionals only. Course content is not intended for use outside the learner's legal scope of practice.

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West Virginia Physical Therapy Association 2012 Advertising Opportunities

Do you want to reach physical therapists or physical therapy assistants? If so, advertise with the West Virginia Physical Therapy Association. The **WVPTA Bulletin** is published on a quarterly basis and is circulated to all physical therapists, physical therapist assistants, and students who are members of the West Virginia Chapter of the American Physical Therapy Association.

Website Display Ad

Size	1 Month	3 Months	12 Months
460 x 60	\$85.00	\$255.00	\$1020.00
180 x 150	\$100.00	\$300.00	\$1200.00
250 x 250	\$135.00	\$405.00	\$1620.00

Banner Ad at bottom of blast Emails to full membership

Size	1 Month	3 Months	12 Months
660 x 120	\$85.00	\$255.00	\$1020.00

Newsletter Display Ad

Size	1X	4X	Height/Width
¼ page	\$100.00	\$360.00	2 ¼" x 8"
½ page	\$150.00	\$540.00	5" x 8"
Full page	\$200.00	\$720.00	10" x 8"
Back page	\$ 50.00 extra 1/2 page only)		5" x 8"

Newsletter Publication Deadlines

Articles/Advertising Due	Publication Date
January 20, 2012	January 27, 2012
March 19, 2012	March 23, 2012
July 16, 2012	July 23, 2012
December 3, 2012	December 14, 2012

Ads for website and email distributions will need to be in JPEG or PDF format. Sizes are in pixels. If we have to design the ad, a \$100 additional charge would apply.

Job Postings:

Members as well as the public can post employment positions on the WVPTA website. Postings are \$150.00 for non-members and \$100.00 for members per month for unlimited words. All job postings are online for 30 days. Visit our website for Terms and Conditions.

Mailing Labels: of 500 members: \$200