



2017 ADVERTISING PLANNER



WVPTA offers a variety of marketing opportunities for businesses to promote services, products, educational opportunities and job information to our members who own private practices, and work in hospitals, nursing homes, home-health companies and other settings.

E-Mail Blast Advertising

We will send an exclusive email blast to our more than 600 members at your convenience.

# of Email Blasts	Fee
One exclusive email blast	\$250

WVPTA Bulletin E-Newsletter

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.

Size of the Advertisement	Height/Width	One E-Newsletter	ALL Four E-Newsletters
1/4 Page	2 1/4 x 8 inches	\$115	\$375
1/2 Page	5 x 8 inches	\$165	\$555
Full Page	10 x 8 inches	\$215	\$735

Quarterly Newsletter Publication Deadlines

Advertising Materials Due	Publication Date
January 7, 2017	January 21, 2017
April 7, 2017	April 21, 2017
July 7, 2017	July 21, 2017
October 7, 2017	October 21, 2017

Website Advertising

Limited space is available on our website for advertisements. Each advertisement will be linked to your company's website. The following options are available:

Size and Placement of Advertising	1 Month	3 Months	12 Months
Home Page- 240 x 400	\$100	\$270	\$1,035
Home Page- 720 x 90	\$115	\$315	\$1,215
Home Page- 250 x 250	\$150	\$420	\$1,635

Mailing Labels

One set of Membership Mailing labels of 600+ WVPTA membership.

Membership mailing labels (600+)	Fee
One time use of membership mailing labels	\$200

Job Posting

30-Day job posting on the WVPTA website Job Postings Page.

Membership Status	30 Day Posting
WVPTA Member	\$150
WVPTA Non-Member	\$200



2017 WVPTA Advertising Order Form

650 Main Street Barboursville, WV 25504 ♦ Phone: (304) 733-6484 ♦ Fax: (304) 733-6486 ♦
info@wvpta.org ♦ wvpta.org

Return this Form along with payment and digital media files. Ads for the website and email distribution must be in JPEG or PDF format. Services will not be rendered until payment is received.
Checks are made payable to WVPTA.

Advertiser: _____

Signature of Advertiser: _____

Print Name: _____

Complete Billing Address: _____

Phone: _____ Fax: _____

Email: _____ Website Address: _____

2017 Email Blast Advertising Fee

One Exclusive Email Blast \$250

2017 WVPTA Bulleting E-Newsletter Advertising

1/4 Page (2 1/4 x 8 inches) for ONE E-Newsletter \$115

1/2 Page (5 x 8 inches) for ONE E-Newsletter \$165

Full Page (10 x 8 inches) for ONE E-Newsletter \$215

Choose which Newsletter for Publication: January April July October

1/4 Page (2 1/4 x 8 inches) for all four E-Newsletters \$375.00

1/2 Page (5 x 8 inches) for all four E-Newsletters \$555

Full Page (10 x 8 inches) for all four E-Newsletters \$735

2017 WVPTA Website Advertising

Size and Placement of Advertising	1 Month	3 Months	12 Months
Home Page- 240 x 400	<input type="checkbox"/> \$100	<input type="checkbox"/> \$270	<input type="checkbox"/> \$1,035
Home Page- 720 x 90	<input type="checkbox"/> \$115	<input type="checkbox"/> \$315	<input type="checkbox"/> \$1,215
Home Page- 250 x 250	<input type="checkbox"/> \$150	<input type="checkbox"/> \$420	<input type="checkbox"/> \$1,635

2017 WVPTA Website Advertising

One set of Membership Mailing labels of 600+ WVPTA membership \$200

Labels will be a 1" x 2 5/8" physical product, not electronic. Labels will be sent via USPS. Labels will be used for the purpose for which they were approved. Labels will not be duplicated or sold. Allow 7 days for processing.

30-Day Job Posting on the WVPTA Website Job Posting Page

30-Day job Posting WVPTA Member \$150 WVPTA Non-Member \$200