



Wisconsin Physical Therapy Association

## **2014 PT Connections Advertising Information**

*PT Connections* offers an effective and timely method of marketing your company 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.

The publication reaches approximately 2500 physical therapists, physical therapist assistants, and physical therapy students in Wisconsin. *PT Connections* is published four times per year (January, April, July, and October).

*PT Connections* is published quarterly. The rate schedule features a 10% discount with a four issue agreement - with full payment due the first issue the ad appears in.

<i>1/4 page camera ready</i>	<i>\$100.00 per issue</i>	<i>3 1/2" W x 4 1/2" D</i>
<i>1/2 page camera ready</i>	<i>\$175.00 per issue</i>	<i>7 1/2" W x 4 1/2" D</i>
<i>Full page camera ready</i>	<i>\$250.00 per issue</i>	<i>7 1/2" W x 9 1/2" D</i>

++There is an extra charge for typesetting. Please call for details.

Notices for Continuing Education courses are accepted for the Continuing Education Calendar at \$35.00/listing which will list 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. Small classified ads (maximum of 75 words or less) without any graphics or logos are also accepted at \$35.00 per listing.

<b>NEWSLETTER</b>	<b>SUBMISSION DEADLINE</b>	<b>MAILING DATE</b>
<i>January issue (print)</i>	<i>12-01-13</i>	<i>By 1-15-14</i>
<i>April issue (print)</i>	<i>3-01-14</i>	<i>By 4-15-14</i>
<i>July issue (print)</i>	<i>6-01-14</i>	<i>By 7-15-14</i>
<i>October issue (print)</i>	<i>9-01-14</i>	<i>By 10-15-14</i>

Thank you for your interest in our publication. If you haven't advertised with us recently, please take another look! The WPTA also accepts on-line advertising on our website ([www.wpta.org](http://www.wpta.org)). Please call 608/221-9191 or email [wpta@wpta.org](mailto:wpta@wpta.org) for rate information. We thank you for your business.

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