



# Shorelines

A Publication of the Michigan Physical Therapy Association

## ADVERTISING AGREEMENT

### Contact Information:

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact: \_\_\_\_\_

Email: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

**Referral for Profit** – MPTA will not place ads without this disclaimer being returned and in complete agreement with all statements.

**Potential Referral for Profit Advertising Disclaimer** – Michigan Physical Therapy Association (MPTA) follows the American Physical Therapy Association (APTA) position on potential referral for profit advertising disclaimer. APTA is opposed, as a matter of health care policy, to arrangements under which sources of referral (including physicians) stand to profit from referring patients for physical therapy. The policy, adopted by the House of Delegates, states: "The American Physical Therapy Association opposes ... participation in services that are in any way linked to the financial gain of the referral source." Financial Considerations in Practice (HOD 06-99-13-17).

Because of this policy, MPTA does not accept advertisements for positions in a practice if any physician has a financial interest in the practice and refers patients to an employed physical therapist or to a physical therapist who supervises an employed physical therapist assistant. To complete your submission to MPTA, you must make the following certification by checking the "I agree" box below:

"I certify that no referral source (including any referring physician) has a financial interest in the practice that has the position that is the subject of this advertisement. Please note that if you agree to this statement, you may be asked to provide conclusive documentation as to the ownership of the facility, the identity of its employees, and the referral patterns of such owners and/or employees before your ad is posted. If MPTA in the future discovers that any referral source has a financial interest in your facility (as owner and/or employee), any listings with MPTA will be removed immediately, with no refunds of payment."

I AGREE, Name: \_\_\_\_\_ Title: \_\_\_\_\_

### Payment:

Invoice (final payment is due before the closing date.)

Check (made payable to Michigan Physical Therapy Association)

Visa  MasterCard

Payment in the amount of \$ \_\_\_\_\_ is enclosed.

#### Credit Card Information:

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Credit Card: \_\_\_\_\_

Billing Address\*: \_\_\_\_\_

Billing City/State/Zip\*: \_\_\_\_\_

\*address where credit card statement is sent.

### About Shorelines:

Shorelines is a quarterly publication that connects with Physical Therapy professionals and students throughout the State of Michigan. **Circulation:** Shorelines is sent to approximately 3,000 current MPTA members and to all Physical Therapy and Physical Therapy Assistant programs in the State of Michigan. **Shorelines Statewide Issue Circulation:** The summer issue is mailed to approximately 11,000 licensed physical therapists and physical therapist assistants throughout the State of Michigan. This issue will reach more than two and a half times our normal circulation.

### Ad Positioning:

Advertisers will be given the best location possible. Request for preferred positions will be honored when possible.

### Copy & Space Regulations:

MPTA reserves the right to reject any advertising based on content and/or improper format or size. Advertisers and advertising agencies shall assume liability for content of ads printed and also assume responsibility for any claims arising therefrom against MPTA.

### Cancellations:

Accepted only before closing date.

### Ad Specifications:

When submitting advertisements for MPTA publications, please submit your artwork in electronic format as a press-ready Adobe Acrobat PDF file. All ad rates are based on receiving complete, press-ready digital files. Advertisers will be charged an additional \$60 per hour with a one hour minimum if press-ready digital art is not provided. It is also the advertiser's responsibility to provide a hard-copy laser print copy of the ad for proofing purposes via mail or FAX. If hard-copy is not supplied, MPTA cannot be held responsible for printing errors or omissions. Digital ads and questions regarding advertisements can be emailed to [mpta@mpta.com](mailto:mpta@mpta.com).

### MPTA Member Discounts:

All MPTA members who own a private practice, company or distributorship and advertise in Shorelines are eligible for a 10% discount. Members must present a current APTA/MPTA member identification number to qualify. Discounts are not available to MPTA members who are employees of a company that advertises in Shorelines.



# Shorelines

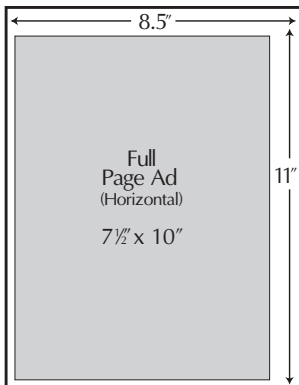
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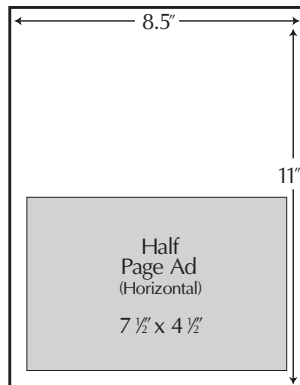
### Shorelines Ad Selection:

Publication & Deadline:	1/4 Page Ad Size: 3¼" w x 4½" h	1/2 Page Ad (Vertical) Size: 3¼" w x 10" h	1/2 Page Ad (Horizontal) Size: 7½" w x 4½" h	Full Page Ad Size: 7½" x 10"	Totals
<b>Publication: February 2012</b> <i>Deadline: January 18</i>	<input type="checkbox"/> \$400	<input type="checkbox"/> \$575	<input type="checkbox"/> \$575	<input type="checkbox"/> \$925	
<b>Publication: June 2012</b> <b>State-wide Issue!*</b> <i>Deadline: May 11</i> *The state-wide issue is printed and distributed to MPTA members as well as all licensed PT's in the State of Michigan. As a result your ad will reach a larger audience. Ad rates reflect additional cost of publication.	<input type="checkbox"/> \$550	<input type="checkbox"/> \$775	<input type="checkbox"/> \$775	<input type="checkbox"/> \$1300	
<b>Publication: August 2012</b> <i>Deadline: July 25</i>	<input type="checkbox"/> \$400	<input type="checkbox"/> \$575	<input type="checkbox"/> \$575	<input type="checkbox"/> \$925	
<b>Publication: December 2012</b> <i>Deadline: November 7</i>	<input type="checkbox"/> \$400	<input type="checkbox"/> \$575	<input type="checkbox"/> \$575	<input type="checkbox"/> \$925	
<b>Electronic Mailing labels</b> (one-time use only)				<input type="checkbox"/> \$180	
<b>Printed Mailing labels</b> (one-time use only)				<input type="checkbox"/> \$200	
				<b>Grand Total</b>	

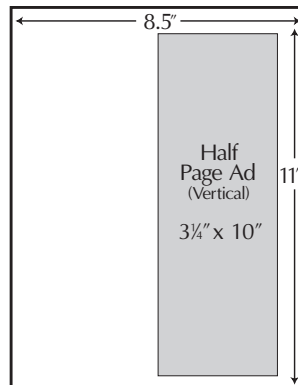
### Ad Sizes:



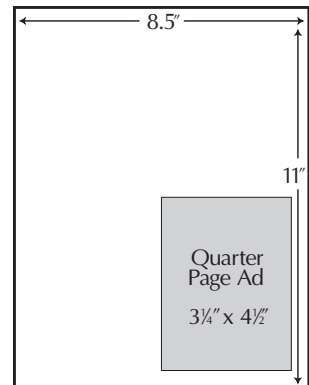
Full Page



Half Page (Horizontal)



Half Page (Vertical)



Quarter Page

### Contact Information:

Please fill out the form completely and return it to the MPTA office by fax (734) 677-2407 or email at [mpta@mpta.com](mailto:mpta@mpta.com). Michigan Physical Therapy Association, 1390 Eisenhower Place, Ann Arbor, Michigan 48108, Phone: (734) 929-6075 or (800) 242-8131, Fax: (734) 677-2407, E-mail: [mpta@mpta.com](mailto:mpta@mpta.com), Web site: [www.mpta.com](http://www.mpta.com)