

2016 Media Planner

All advertising must conform to the ethical standards and policies of the American Physical Therapy Association (APTA) and the Delaware Physical Therapy Association (DPTA).

DPTA offers a variety of advertising options for you to reach our members (PTs, PTAs, and Students) in Delaware! Options include website banner ads, e-newsletter ads, mailing lists, and job postings.

Job listings on our website

# of Days	Fee
60 Days – SINGLE Listing Includes job title, company name, location and brief description (up to 50 words). A link to company website or email is included, plus inclusion in the next Job Blast e-mail (sent to all DPTA members on a monthly basis)	\$375

E-mail Blast Advertising

Our email blasts are sent monthly (month’s end) to approximately 500 DPTA members - PTs, PTAs and students. Advertising spots (5) are sold on a first come, first served basis. Includes company logo, event name, or other information of your choosing to be included as part of a regular DPTA news blast OR an exclusive email to members. The fees are as follows:

Inclusion in a future email blast – Your ad will be placed in a scheduled email news blast to our members. News email blasts are sent at the end of each month.

# of Months	Fee
1 Month	\$200
2 months	\$380
3 Months	\$560

Exclusive Email Blast – We will send an exclusive email blast to our members at your convenience. It will not be included as part of a larger email blast to our members.

# of Months	Fee
1 Month	\$275
2 months	\$520
3 Months	\$765

Website Advertising

Limited space is available on our website for advertisements. Each advertisement will include a link to your company’s website. The options are:

Placement	Length of time	Price
Homepage (650px X 150px) – banner below content, before the footer with link to website	3 months	\$600
	6 months	\$800
	12 months	\$1000
Placement	Length of time	Price
Upcoming Events (650px X 150px) – banner at top of page with link to website	3 month	\$500
Job Listing Page (650px X 150px) – Banner at top of page with link to website	3 months	\$500
Job Listing Page (300px X 150px) –Ad space on right side of page with link to website	3 months	\$300
Continuing Education Page (650px X 150px) - Banner at top of page with link to website	3 months	\$500
Continuing Education Page (300px X 150px) - Ad space on right side of page with link to website	3 months	\$300
Continuing Education Page – Course listing – date, title, speaker, location and brief course description of up to 40 words. Link to course registration, course brochure or company website.	1 month	\$50

Mailing Labels

Conditions for Use of Mailing Labels

The following conditions are stipulated and must be agreed to in writing by the person or organization wishing to use the list:

1. The contents of all materials to be included in the proposed mailing to the membership must be submitted with the mailing label request and approved by the Executive Director. Only approved materials may be included in the mailing.
2. There may be no reference to the DPTA or the APTA made in the mailing materials.
3. The list will be provided electronically in CSV Format. Users of the labels must agree not to copy or otherwise duplicate the list of names and addresses or the set of the labels in whole or in part, as the list is intended for a one-time use only. Users may request additional mailing labels in exchange for an additional fee.

Cost of labels is **\$100.00**.



Labels will be emailed within 5 - 7 days after receipt of the mailing label request form along with your check or credit card payment, and approval of the literature you plan to mail.

Sponsorships: The DPTA hosts events throughout the year. Contact us for current "sponsorship opportunities".

Disclaimer- Physician Owned Practices

Because of this APTA's policy against arrangements under which sources of referral (including physicians) stand to profit from referring patients for physical therapy (Financial Considerations in Practice, HOD 06-99-13-17), the Delaware Physical Therapy Association does not accept job listings for positions and education courses 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. Any questions involving this requirement may be directed to delaware@apta.org.

By advertising on our website, you 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 your advertisement.

Return to: Delaware Chapter, APTA
Executive Office
1055 North Fairfax Street, Ste 205
Alexandria, VA 22314
Phone: 800/999-2782, ext. 3159

We cannot accept credit card payments via fax