

Orthopaedic Physical Therapy Practice

Orthopaedic Section, APTA, Inc, Sharon Klinski, Managing Editor, 2920 East Ave S, Ste 200, LaCrosse, WI 54601
Phone: 800.444.3982 x 202, Fax: 608.788.3965, E-mail: sklinski@orthopt.org

ADVERTISING INSERTION ORDER FORM

ADVERTISER/CLIENT INFO.

Advertiser: _____ Contact Person: _____

Address: _____ Phone: () _____

City, State, Zip: _____ Fax: () _____

E-Mail: _____

Signature of Advertiser: _____ Date: _____

√ **CHECK SIZE, RATE, & ISSUE(S). ALL RATES ARE NONCOMMISSIONABLE.**

Ad Size	Width	Height	1x	Rates (per issue)	4x
Full page	7"	10"		\$575	\$525
Half page (H)	7"	5"		\$375	\$325
Half page (V)	3.5"	10"		\$375	\$325
Quarter page	3.5"	5"		\$275	\$225
PREMIUM RATES:					
Inside Front Cover	7"	10"		\$775	\$725
Inside Back Cover	7"	10"		\$775	\$725
½ page Outside Back Cover	7"	5"		\$825	\$775
Page 1 – opposite IFC	7"	10"		\$725	\$675
Page 2 – opposite TOC	7"	10"		\$675	\$625
Opposite Inside Back Cover	7"	10"		\$675	\$625

Quoted prices above are for black and white ads only. Additional charge per ad of \$450 for 4-color ads; additional charge per ad of \$100 for 2-color ads. Any requested revisions to previously submitted ads, will incur a \$25 service charge.

TRIM SIZE: 8 ½" x 11"

PAPER STOCK: Inside, uncoated; Covers, coated

BLEED SIZE: 8 3/8" x 11 1/8"

HALFTONE SCREEN: 133-150 line screens are acceptable

BINDING: Saddle stitched

MATERIAL SUBMISSION: Your advertisement may be submitted electronically in PDF format only. Files should be distilled with the Press Optimized setting in Acrobat Distiller or saved directly from the native program using PDF/X-1a or PDF/X-3. Images should be of adequate quality to allow output at 2,540 dpi and 150 lpi screens. If files need to be black only, please make sure that the file contains no CMYK or RGB, and is saved as grayscale. NO ads will be accepted without a FAXed copy of the ad sent to 608.788.3965 ATTN: Sharon.

DISPOSITION OF MATERIALS: Reproduction material will be held for 60 days from date of last insertion and then destroyed unless requested for repeating ads.

2012 CLOSING DATES:

ISSUE	SPACE RESERVATION	AD MATERIAL	MAIL DATE
_____ Vol. 24 No. 2	February 17, 2012	February 24, 2012	April 12, 2012
_____ Vol. 24 No. 3	June 1, 2012	June 8, 2012	July 13, 2012
_____ Vol. 24 No. 4	August 17, 2012	August 24, 2012	October 12, 2012
_____ Vol. 25 No. 1	November 16, 2012	November 23, 2012	January 11, 2013