



**ADVERTISER/CLIENT INFO.**

Advertiser/Agency Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: (     ) \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ E-Mail: \_\_\_\_\_

Signature of Advertiser: \_\_\_\_\_ Date: \_\_\_\_\_

**INSERTION DETAILS:**

Online advertisement start-date: \_\_\_\_\_ Ad end date: \_\_\_\_\_

Ad Name/Description: \_\_\_\_\_

**INDICATE ORDER BELOW:**

**ELECTRONIC, COMMA DELIMITTED MAILING LIST RENTAL: 1-time use per rental agreement**

Minimum order 1,000 records.

- 1 - 1,000 records \$239 (1,000 minimum) \_\_\_\_\_
- 1,001 - 7,000 names \$179 per 1,000 records \_\_\_\_\_
- 7,001 - 20,000 (or current full-membership count) \$159 per 1,000 records \_\_\_\_\_

Rental is for a **1-time use**. A sample must accompany the purchase request; otherwise, the order will not be processed. The Academy of Orthopaedic Physical Therapy reserves the right to reject any mail piece that does not conform to the standards, principles, and ethics of the Academy.


**ONLINE ADVERTISING**

**Website Job Postings:**

The Academy of Orthopaedic Physical Therapy will post employment opportunities (text only, no graphics/banners allowed) on the Academy's website as follows. Advertisements should be emailed to: [tfred@orthopt.org](mailto:tfred@orthopt.org), and cost will be calculated for a 4 - or 8- week posting. Payments for online advertisements must be received before advertisement is posted.

- 4- or 8-week posting
- .08/character, including spaces
- Additional \$75 for active hyperlink

**Banner/Graphic Advertising:**

Location	Example	Image Dimensions	File Format	Duration	Availability	Pricing
Academy Homepage Banner <i>(Inserted in slideshow with up to 6 additional Academy banners)</i>		600px-1000px	JPEG, PNG	1-month	<b>One</b> banner advertisement offered per month	\$950

<p>Small Banner Ad (located on interior website pages: Committees/SIG related pages)</p>		<p>346px-1000px</p>	<p>JPEG, PNG</p>	<p>1-month</p>	<p><b>Up to 3</b> advertisement banners offered per month</p>	<p>\$550</p>
<p>Side Menu Ad (located on either left or right menu or within the content area on an interior page: Committees/SIG related pages)</p>		<p>200px-260px</p>	<p>JPEG, PNG</p>	<ul style="list-style-type: none"> <li>• 1 month</li> <li>• 3 months</li> <li>• 6 months</li> <li>• 12 months</li> </ul>		<ul style="list-style-type: none"> <li>• \$125</li> <li>• \$300</li> <li>• \$570</li> <li>• \$1,150</li> </ul>

Submit order form to: [tfred@orthopt.org](mailto:tfred@orthopt.org)



## **Advertising Policy**

Advertisements are accepted when they conform to the ethical standards and policies of The Academy of Orthopaedic Physical Therapy (AOPT). The AOPT will not verify the accuracy of claims made in advertisements, and running a print/digital ad/posting does not imply endorsement by the AOPT. Acceptance of ads for professional development courses does not imply review or endorsement by the AOPT.

The Academy of Orthopaedic Physical Therapy shall have the right to approve or deny all advertising prior to publication. The AOPT reserves the right to cancel any advertising, printed or posted, at any time.

Prior approval of an advertisement by The Academy of Orthopaedic Physical Therapy does not preclude the AOPT from denying placement of that advertisement in the future.

Cancellations are not accepted after the published reservation closing date. All cancellations prior to the reservation closing date must be made in writing and acknowledged by the AOPT office.

Advertisements must clearly identify the advertiser and the product or service being offered. The Academy of Orthopaedic Physical Therapy will include the word "Advertisement" prominently on all advertisements. Comparisons with, or disparagements of, a named competitor's product, service or company will not be accepted.

Sensational language, such as the extravagant use of superlatives or punctuation marks, will not be accepted. Advertisements that use sexually provocative language or illustration will not be accepted.

Advertisers and their agencies assume full liability for all content of their advertisements and responsibility for any claims arising from them against the AOPT. The AOPT shall have the right to accept or deny advertisements for any product, apparatus, instrument, device or pharmaceutical product that is the subject of litigation pending before the FDA. Advertising will be accepted in cases of pending compliance or noncompliance with the FDA requirements if the advertiser includes a disclaimer in the copy stating: "FDA approval pending." Errors in ads must be noted immediately. The AOPT will not offer credit if an ad repeats incorrectly. The AOPT will not be bound by any conditions, printed or otherwise, appearing on any insertion order or contract, when they conflict with the AOPT standards and policies.

The AOPT prohibits preferential or adverse discrimination on the basis of race, creed, color, sex, age, national or ethnic origin, sexual orientation, disability, or health status in all areas including, but not limited to, its qualifications for membership, rights of members, policies, programs, activities, and employment practices. The AOPT is committed to promoting cultural diversity throughout the profession.