

NDPTA WEB ADVERTISING RATES

JOB, CLASSIFIED, AND CONTINUING EDUCATION

Number of Words	Web Advertising Rates
< 50 words	\$ 50.00
51-100 words	\$100.00
101-150 words	\$150.00
151-200 words	\$200.00
201-300 words	\$250.00

GUIDELINES FOR ADVERTISING ON NDPTA WEBSITE:

: Job and classified ads are placed on the News page of the NDPTA website for one month (30 days). Ads for continuing education courses are placed on the Education page for one month (30 days). Unless otherwise specified on the order form, NDPTA will assume all postings will run for 30 days.

: Payment must be received before advertisements are posted. Advertisements will be posted within five (5) business days of receipt of order form, payment, and advertisement.

: An order form must accompany all advertising requests and include **title** of the advertisement, the **contact information** to be placed in the ad, and how the ad **description** or **content** will be sent to the NDPTA. Ads will contain text only. Word count pricing includes content/description only. Contact information and ad title are not included in the word count.

: All text must be sent electronically, in **MS Word** or in the body of an e-mail.

: Words are counted using MS Word's "word count." Abbreviations and isolated numbers count as one word each.

APTA is opposed, as a matter of health care policy, to arrangements under which sources of referral (including physicians and chiropractors) stand to profit from referring patients for physical therapy. The policy, adopted by the APTA 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, NDPTA does not accept advertising from practices in which any referral source 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.



NDPTA WEB ADVERTISING ORDER FORM

ADVERTISER (displayed in web ad): _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

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_____ I certify that no physician or other referral source in this company has a financial interest in this practice and does not profit from referring patients to employed Physical Therapists.

TITLE OF AD (no greater than 10 words) _____

JOB, CLASSIFIED, AND CONTINUING EDUCATION ADS (please circle your choice)

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< 50 words	\$ 50.00
51-100 words	100.00
101-150 words	150.00
151-200 words	200.00
201-300 words	250.00

TOTAL COST OF ADVERTISEMENT: \$ _____

LENGTH OF ADVERTISEMENT POSTING (in months): _____

Make checks payable to: NDPTA. Send to: North Dakota Physical Therapy Association, 501 North Columbia Road Stop 9037, Grand Forks, ND 58202-9037.

**PLEASE FAX, MAIL, OR SCAN AND E-MAIL THIS FORM TO THE NDPTA.
PLEASE E-MAIL ADVERTISEMENT TEXT ("DESCRIPTION") TO awhite@medicine.nodak.edu.
Please use Microsoft Word (or similar program) and send ad content electronically. Please monitor word count.
All ad content must be sent via e-mail.**