



PT Partner & Sponsor Program

American Physical Therapy Association of New Jersey (APTANJ)

Who Are We?

Mission: The American Physical Therapy Association of New Jersey (APTANJ) promotes the integrity and excellence of physical therapists and physical therapist assistants through the coordination of advocacy, education, and resources to be responsive to and serve the membership and community.

Contact information:

American Physical Therapy Association of New Jersey

1100 U.S. Highway 130, Suite 3

Robbinsville, NJ 08691-1108

Phone: (609) 208-0200

Email: info@APTANJ.org

Web: www.APTANJ.org

What is the PT Partner & Sponsor Program?

Overview: The PT Partner & Sponsor Program provides you with access to the largest association representing physical therapy professionals in New Jersey. From this program your company receives visibility, awareness and exposure through strategic distribution channels to our members to deliver a return on your investment in the APTANJ.

PT PARTNER PROGRAM (4 levels)

A combination of strategic marketing opportunities through various levels of tiered participation

PT SPONSOR PROGRAM (8 options)

1. Annual Conferences
2. Magazine Advertising
3. E-Sponsorship Package
4. Website Rotating Banner Ad
5. E-Newsletter Advertising
6. PT Networking Event
7. Continuing Education Event Promotion
8. Online Career Center

PT PARTNER PROGRAM

The APTANJ Partnership Program provides companies with strategic marketing opportunities through various levels of tiered participation. PT Partner support allows the APTANJ to continue putting forth high quality events and programming while keeping annual dues affordable for our members. PT Partner agreements are for one calendar year beginning January 1 and ending December 31 annually.

Tier 4 \$10,000

- Use of the APTANJ Partnership logo
- Listing in PT Partner Reference Guide
- Article in the PT Partner Reference Guide (up to 750 words)
- Tabletop exhibit display at **all** APTANJ membership functions and events including the Spring or Fall Conference
- Breakfast or Lunch sponsorship at Spring and Fall Conference
- Use of the APTANJ mailing list* – 4x (must sign a one-time use only agreement each time the mailing list is used)
- Full page ad two (2) editions of the APTANJ magazine
- Up to 750 word article in two (2) editions of the APTANJ magazine
- Company logo in the Rotating Sponsor Box prominently placed along the bottom of the brand new APTANJ homepage, along with a hyperlink to your website.
- Company logo with a hyperlink for each issue of the Jersey Jargon e-Newsletter sent to our members once a month.
- Company logo on all APTANJ Northern, Central & Southern District Meeting Notices sent via email to each APTANJ member, 3x a year.

Tier 2 \$5,000

- Use of the APTANJ Partnership logo
- Listing in PT Partner Reference Guide
- One tabletop exhibit display at your choice of the Spring or Fall Conference
- Use of the APTANJ mailing list* – 1x (must sign a one-time use only agreement)
- ¼ page ad in two (2) editions of the APTANJ magazine
- Company logo in the Rotating Sponsor Box prominently placed along the bottom of the brand new APTANJ homepage, along with a hyperlink to your website.
- Company logo with a hyperlink for each issue of the Jersey Jargon e-Newsletter sent to our members once a month.
- Company logo on all APTANJ Northern, Central & Southern District Meeting Notices sent via email to each APTANJ member, 3x a year.

Tier 3 \$7,500

- Use of the APTANJ Partnership logo
- Listing in PT Partner Reference Guide
- Article in the PT Partner Reference Guide (up to 750 words)
- Tabletop exhibit display at all membership APTANJ functions and events including the Spring or Fall Conference
- Breakfast or Lunch sponsorship at either the Spring or Fall Conference (choose 1)
- Use of the APTANJ mailing list* – 2x (must sign a one-time use only agreement each time the mailing list* is used)
- ½ page ad in two (2) editions of the APTANJ magazine
- Company logo in the Rotating Sponsor Box prominently placed along the bottom of the brand new APTANJ homepage, along with a hyperlink to your website.
- Company logo with a hyperlink for each issue of the Jersey Jargon e-Newsletter sent to our members once a month.
- Company logo on all APTANJ Northern, Central & Southern District Meeting Notices sent via email to each APTANJ member, 3x a year.

Tier 1 \$2,500

- Use of the APTANJ Partnership logo
- Listing in PT Partner Reference Guide
- One tabletop exhibit display at your choice of the Spring or Fall Conference
- Company logo in the Rotating Sponsor Box prominently placed along the bottom of the brand new APTANJ homepage, along with a hyperlink to your website.
- Company logo with a hyperlink for each issue of the NJPT e-Newsletter sent to our members once a month.
- Company logo on all APTANJ Northern, Central & Southern District Meeting Notices sent via email to each APTANJ member, 3x a year.

**PT Partners are responsible for all postage and handling of promotional items mailed to APTANJ members. APTANJ officials reserve the right to review all materials prior to being distributed to membership.*

PT SPONSOR PROGRAM

1. APTANJ Annual Conferences

Exhibit and sponsorship opportunities are available at APTANJ's Spring and Fall Meetings which take place annually in New Jersey. These continuing education programs held each April and October bring together physical therapy professionals for education and networking as well as status updates on the business and advancement of the organization.

Exhibitor - \$500

- Exhibitors receive one (1), six-foot (6') skirted table.
 - Promotion includes publicity on APTANJ conference webpage and event materials
 - Exhibit space is on a first-come, first-served basis. APTANJ staff will assign table locations.
-

Breakfast/Lunch Sponsor - \$500

- Your choice of breakfast or lunch sponsorship at the Spring or Fall Conference
 - Logo on program signage and attendee information
 - Promotion on the APTANJ conference webpage and event materials
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Registration Sponsor – \$500

Have your company logo be one of the first an attendee will see when he/she enters an APTANJ event. Co-brand with the APTANJ and

- Company logo and information prominently displayed at the registration desk
 - Promotion on the APTANJ conference webpage and event materials
 - Logo on program signage
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Educational Program Sponsor - \$750

- Your company name/logo will be displayed on signage outside of the meeting room
 - Promotion on the APTANJ conference webpage and event materials
 - Logo on program signage
-

Product/Literature Distribution - \$250

- Have your company's product sample or company brochure available for distribution in the registration bags at our Conference
- No table or staff travel cost to you!

(NOTE: A minimum (200 copies/pieces) must be delivered to the APTANJ office in Robbinsville, NJ minimum 2 weeks before the conference.)

2. Magazine Advertising (Jersey Jargon)

Magazine is published four times annually with two printed copies (Spring & Fall) and two electronic copies (Winter & Summer). Printed copies in the Spring and Fall are 16 pages.

Advertisements

	4x	3x	2x	1x
Full Page	\$1,750	\$1,350	\$1,000	\$500
1/2 Page	\$1,050	\$850	\$600	\$300
1/4 Page	\$500	\$450	\$300	\$150
Business Card	\$400	\$300	\$200	\$100

Technical specifications for advertising in the NJPT Magazine can be found on Pages 8 & 9.

3. E-sponsorship Package - \$2000

- Company logo in the Rotating Sponsor Box prominently placed along the bottom of the brand new APTANJ homepage, along with a hyperlink to your website for 12 months.
- Company logo with a hyperlink for each issue of the NJPT e-Newsletter sent to our members once a month.
- Company logo on all APTANJ Northern, Central & Southern District Meeting Notices sent via email to each APTANJ member, 3x a year.

Technical Specifications for Artwork: For the best appearance, your company logo or graphic should be set at 72 DPI, in a rectangular shape sized at 100 pixels wide x 65 pixels tall.

4. Rotating Banner Ad

Company logo/graphic and hyperlink placed on the APTANJ homepage

3 months - \$400

9 months - \$1,000

6 months - \$750

12 months - \$1,200

5. E-newsletter - \$500

The APTANJ e-newsletter is distributed on a monthly basis to more than 2,000 PTs, PTAs and students around the state. Position your company with an ad and hyperlink for our members to learn more about the benefits of your products and services.

6. PT Networking Event – \$750

Establish your brand by sponsoring one of our PT Social Events being held around the state. These “Meet and Greet” events bring together PT members and nonmembers in a relaxed social setting to meet new colleagues, discuss physical therapy in New Jersey, and hear about new products and services being used in the profession. Example: *APTANJ’s Central Jersey “PT Meet and Greet” sponsored by “Your Company”*

7. Continuing Education Event Promotion

30 days - \$150

90 days - \$300

60 days - \$250

120 days - \$350

Promote your continuing education event to PTs across the state by advertising in the “Upcoming Events” section on the APTANJ homepage. The following are eligible to advertise their continuing education courses at www.APTANJ.org:

- Nonprofit or philanthropic organizations, such as recognized and accredited schools and national foundations
- Recognized and reputable health organizations
- Persons or organizations that provide continuing education for physical therapy professionals

8. Online Career Center

ONLY AVAILABLE ONLINE AT WWW.APTANJ.ORG

Exclusive Solutions

Job Flash Email	<ul style="list-style-type: none"> Includes a 30-Day Single Listing Include your job in the next Job Flash email (sent to membership/registered users) 	\$440
Premier Job Flash Email	<ul style="list-style-type: none"> Includes a 60-Day Single Listing Include your job in the next two Job Flash emails (sent to membership/registered users) 	\$662
5-Pack of Job Flash Emails	<ul style="list-style-type: none"> Save over \$500 by purchasing a 5-pack of Job Flash slots. 	\$1,776
30-Day Single Listing		\$328
5-Pack of 30-Day Single Listings	<ul style="list-style-type: none"> Save over \$150 by purchasing a 5-pack of 30 day listings. 	\$1,442
Resume Vault	<ul style="list-style-type: none"> 30 day access to the most qualified and relevant professionals. 	\$495

Premium Packages

10-Pack Premium Package	<ul style="list-style-type: none"> Package includes: Ten Job Flash Slots Resume Vault & Featured Employer 	\$3,197
20-Pack Premium Package	<ul style="list-style-type: none"> Package includes: Twenty Job Flash Slots Resume Vault & Featured Employer 	\$6,393
30-Pack Premium Package	<ul style="list-style-type: none"> Package includes: Thirty Job Flash Slots Resume Vault & Featured Employer Upgrade Your Job Postings 	\$9,590

Upgrades

Featured Job Upgrade	<ul style="list-style-type: none"> Upgrade your current listing and increase your exposure by 10 times more than regular listings. Provides premium visibility for your listing on the Career Center home page. 	\$56
1 Month Job Search Featured Employer	<ul style="list-style-type: none"> Drive more traffic to your company, jobs, profile, and or website by featuring your logo on our most visited Job Search page. Placement is for 1 month. 	\$328

Important Note: Physician Owned Practices may not use this site to advertise for physical therapists or physical therapist assistants. Advertisements placed in violation of the policy will NOT be refunded when canceled.

PLEASE NOTE: APTANJ 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 is 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, APTANJ's Career Center does not accept job listings 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.

American Physical Therapy Association of New Jersey
PT Partner/Sponsor Application

Company Name: _____

Company Representative: _____

Title: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Mobile: _____

Email: _____ Website: _____

Company Product/Service: _____

PT Partner Level

<input type="checkbox"/> Tier 4 - \$10,000	<input type="checkbox"/> Tier 3 - \$7,500	<input type="checkbox"/> Tier 2 - \$5,000	<input type="checkbox"/> Tier 1 - \$2,500
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PT Sponsor Option

Name of Event: _____ Sponsorship Opportunity: _____ Sponsorship Amount: _____

Payment Methods

All payments can be made online at www.APTANJ.org

or

Make checks payable to:
APTANJ
1100 U.S. Highway 130, Suite 3
Robbinsville, NJ 08691-1108

Additional credit card payment method option:

<input type="checkbox"/> Visa	<input type="checkbox"/> Mastercard	<input type="checkbox"/> American Express	<input type="checkbox"/> Discover
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Name: _____

Credit Card #: _____

Expiration Date: _____

Signature: _____

Date: _____

Magazine (Jersey Jargon) Insertion Order (2 pages)

Advertisement for Company or Individual's Name: _____

Contact Person: _____

Ad Agency: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Mobile: _____

	4x	3x	2x	1x
Full Page	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$1,350	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$500
1/2 Page	<input type="checkbox"/> \$1,050	<input type="checkbox"/> \$850	<input type="checkbox"/> \$600	<input type="checkbox"/> \$300
1/4 Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$450	<input type="checkbox"/> \$300	<input type="checkbox"/> \$150
Business Card	<input type="checkbox"/> \$400	<input type="checkbox"/> \$300	<input type="checkbox"/> \$200	<input type="checkbox"/> \$100

QUESTIONS???

Phone: (609) 208-0200

Fax: (609) 208-1000

Email: studio@APTANJ.org

CERTIFICATION --

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 is 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, the *Jersey Jargon* 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 *Jersey Jargon*, you must make the following certification by signing 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."

Signature: _____ Date: _____

DEADLINE FOR PUBLICATION –

Indicated on page 2 of each edition. The Jersey Jargon will be published four times annually.

All publication dates are subject to change without notice. Circulation: 2,200

RATES & MECHANICAL REQUIREMENTS

ISSUE DEADLINE	TO REACH MEMBERS IN
Winter 31 October	January 2014
Spring 31 January	April 2014
Summer 30 April	July 2014
Fall 31 July	October 2014

GENERAL REQUIREMENTS

- A. All advertisements must comply with the standards and policies of the American Physical Therapy Association (APTA) including, but not limited to, "Financial Considerations in Practice, HOD 06-99-13-17 (Program 19, Government Affairs Dept.)." A copy of this policy may be provided upon reasonable request.
- B. All advertising is subject to the approval of the Jersey Jargon Editor. The Editor reserves the right to decline advertisement deemed inappropriate for publication.
- C. The acceptance of any advertisement does not constitute endorsement by the APTA or APTANJ.
- D. There is a limited amount of space reserved for display advertisements. This space is allotted on a first come, first serve basis.
- E. All advertisements must be paid in advance. Display advertisers will receive a copy of the Jersey Jargon.
- F. The Jersey Jargon Editor has sole discretion regarding the location of advertisements in the publication.
- G. Each advertisement must be accompanied by a separate Jersey Jargon Insertion Order Form.
- H. Non-compliance with the above may, in the sole discretion of the Jersey Jargon Editor, result in rejection of an ad prior to publication, either before or after initial acceptance thereof. No refunds shall be granted in such cases. Advertiser understands and accepts these terms and has executed and returned the attached Certification to signify same. No ad will be published without the return of the fully executed Certification. Advertiser waives all rights to contest the Jersey Jargon Editor's decision which shall be final. Advertiser's request to publish represents consent to APTANJ to make reasonable inquiry and investigation regarding Advertiser's compliance with APTA policies.
- I. Advertisers assume liability for all content of advertisements and for any claims arising against the publisher.
- J. No cancellations or changes in insertion orders will be accepted once the issue has been submitted to the printer.
- K. The Jersey Jargon is the official publication of the APTANJ, under charter from APTA, and is published as a service to its members.

MECHANICAL REQUIREMENTS FOR DISPLAY

ADVERTISEMENTS

The APTANJ is not responsible for ads that do not print correctly due to improper or non-standard file creation, or for ads that are not submitted per these requirements:

- 1. Newsletter page size is 8-1/2" wide x 11" high.
Ad sizes:
full page 7-1/2" wide x 9-1/8" high quarter page 3-1/2" wide x 4-1/4" high
half page 7-1/2" wide x 4-2/5" high business card 3-1/3" wide x 2" high
- 2. All advertisements must be supplied camera ready or as a digital file. Digital files can be submitted on CD or via email (studio@APTANJ.org) accompanied by a hard copy.
- 3. Submit all files as PDF, Adobe Illustrator CS or Adobe Photoshop CS [EPS or TIF files], CMYK, with a high resolution of at least 300dpi with fonts and images embedded or in a separate file.
- 4. All ads will be black and white only. All text must be at least 1/4" inside the trim edge.