

Advertisement for:
Company or Individual's Name _____

Contact Person _____

Ad Agency _____

Address _____

City/State/ZIP _____

Phone _____ Fax _____

Please check size of ad requested issue of insertion:

Classified Ads
are only available
ONLINE
at www.aptanj.org

DISPLAY ADVERTISEMENTS

Premium Back Cover 1/2 page
Full Page
1/2 Page
1/4 Page
Business Card...(your card "as is")

Spring Issue (2,200)

\$400.00
 \$500.00
 \$300.00
 \$150.00
 \$100.00

Fall Issue (9,000)

\$800.00
 \$1,000.00
 \$600.00
 \$300.00
 \$200.00

Make check payable to: APTA of New Jersey
Mail to: APTAnj, 1100 U.S. Highway 130, Suite 3,
Robbinsville, NJ 08691-1108

All ads are black/white
EMAIL AD TO studio@aptanj.org

My payment of \$_____ is enclosed. Check # _____ Visa MasterCard Discover

Card # _____ Expiration Date ____ / ____ / ____ Security Code: ____

PRINT Cardholder's Name _____

Signature of Cardholder _____

Billing Address - CHECK HERE IF SAME as mailing address above

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: _____

Please make a copy of this form for your records.

QUESTIONS??? Phone: (609) 208-0200 Fax: (609) 208-1000 studio@aptanj.org

DEADLINE FOR PUBLICATION –

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

All publication dates are subject to change without notice. **Circulation: 2,200 (Spring) and 9,000 (all licences/Fall)**

please send all queries and artwork to
studio@aptanj.org

2011 ISSUE	DEADLINE	TO REACH MEMBERS IN
Spring.....	December 31, 2010	March 2011
Fall.....	June 30, 2011	September 2011

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.