

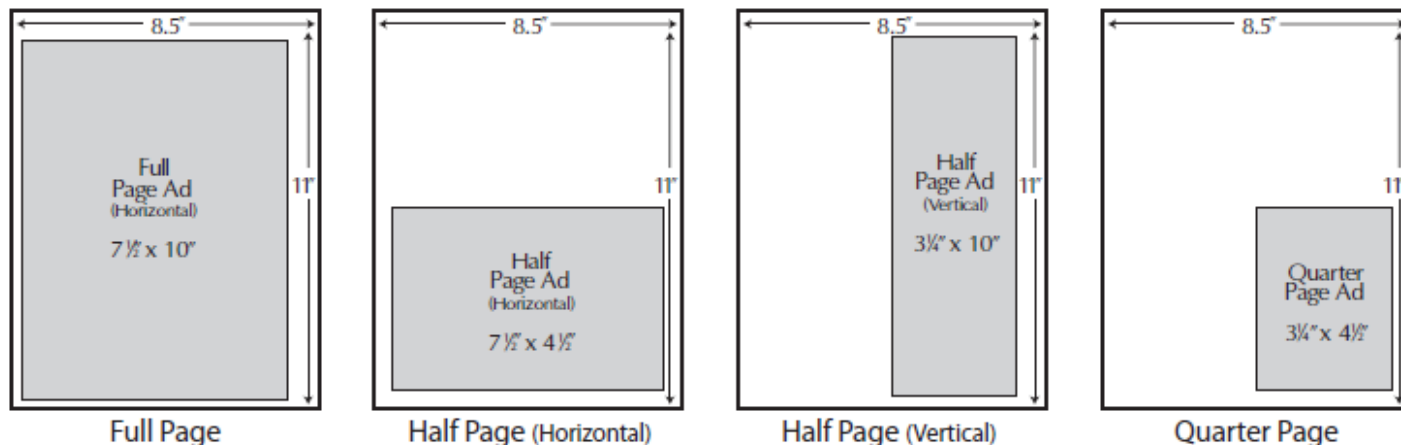


*Shorelines*, published quarterly by MPTA, is designed to provide our PT, PTA, and physical therapy student members with the latest association and industry news. **Circulation:** *Shorelines* is mailed to approximately 3,000 current MPTA members and to all PT and PTA school programs in Michigan.

**Ad Specifications/Materials** | All ads are black and white. No bleeds. Submit your artwork in electronic format as a black & white, press-ready (min 300 dpi) Adobe Acrobat PDF file. Send artwork files to [mpta@mpta.com](mailto:mpta@mpta.com). Positioning: Requests for preferred positions will be honored when possible. Ad rates are based on receiving complete, press-ready digital files. Advertisers will be charged an additional \$60 per hour with a one hour minimum if press-ready digital art is not provided.

**Copy & Space Regulations** | MPTA reserves the right to reject any advertising based on content and/or improper format or size. Advertisers and advertising agencies shall assume liability for content of ads and also assume responsibility for any claims arising there from against MPTA. MPTA reserves the right to reject any proposed advertisement that does not conform to the standards, principles, and ethics of the Association.

### Ad Sizes



**Referral-for-Profit Agreement** | MPTA will not process an order unless the purchaser has read the provisions below and has agreed to all terms, has indicated agreement by checking the “I agree” box, and has signed and dated and submitted this agreement along with the order form. Michigan Physical Therapy Association (MPTA) follows the American Physical Therapy Association (APTA) position on potential referral for profit. 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, Financial Considerations in Practice (HOD 06-99-13-17) states: “The American Physical Therapy Association opposes participation in services that is in any way linked to the financial gain of the referral source.” Because of this policy, MPTA does not accept advertising orders from an organization or individual 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, make the following certification by checking the “I agree” box 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.” Please note that if you agree to this statement, you may be asked to provide conclusive documentation as to the ownership of the facility, the identity of its employees, and the referral patterns of such owners and/or employees. If MPTA in the future discovers that any referral source has a financial interest in your facility (as owner and/or employee), any orders or agreements with MPTA will be cancelled immediately, with no refund of payment.

I agree.      Signature: \_\_\_\_\_

Date: \_\_\_\_\_



## 2019 Schedule

Issue	Spring	Summer	Fall	Winter	Selection / Total
Space Reservation & Materials Deadline	January 21	April 22	July 22	November 05	
Distribution	March All Licensees	June MPTA members	September MPTA members	December MPTA members	
<b>Ad Space Rates</b>					
Quarter-page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$400	<input type="checkbox"/> \$400	<input type="checkbox"/> \$400	
Half-page Vertical	<input type="checkbox"/> \$575	<input type="checkbox"/> \$575	<input type="checkbox"/> \$575	<input type="checkbox"/> \$575	
Half-page Horizontal	<input type="checkbox"/> \$575	<input type="checkbox"/> \$575	<input type="checkbox"/> \$575	<input type="checkbox"/> \$575	
Full-page	<input type="checkbox"/> \$925	<input type="checkbox"/> \$925	<input type="checkbox"/> \$925	<input type="checkbox"/> \$925	
Total Payment Amount					

Pay All Issues\* (One Overall Payment)

Pay Individual Issue (Payment Charged Each Issue)

\*10% discount for 2 issues/ 15% for 3-4 issues

## Advertiser Information

Contact Name	
Title	
Company	
Street Address	
City, State, Zip	
Phone #	
Email	
Authorized Signature	
Product to be Advertised	

## Payment Information

### Reservation

Submit completed form to MPTA via email at [mpta@mpta.com](mailto:mpta@mpta.com). Checks should be payable to Michigan Physical Therapy Association. Contact MPTA at 1-800-765-7848 x7119

### Method

- Invoice  
 Check  
 Credit Card

Credit Card payments are accepted via the phone or through our website payment portal – Go to About Us and select Advertisers

Use this space for additional notes:

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Cancellations accepted only before space closing date.

Michigan Physical Therapy Association (MPTA) [www.mpta.com](http://www.mpta.com)

1055 N. Fairfax St. Suite 205, Alexandria Va 22314 | tel 1-800-765-7848 x7119 | email [mpta@mpta.com](mailto:mpta@mpta.com)