

2016 PPS ADVERTISING PLANNER

The Private Practice Section of APTA represents the business owner 4,500 entrepreneurial physical therapists with more than 15,000 outpatient rehab offices under ownership



PPS AUDIENCE

Who We Are
Audience Engagement

PRINT MEDIA

Impact Magazine
Buyer's Guide
Program Guide

DIGITAL MEDIA

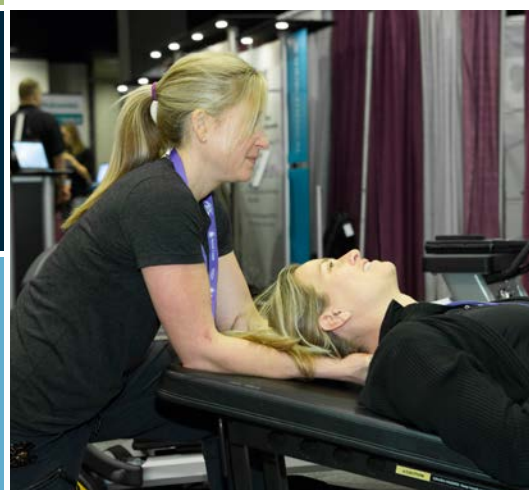
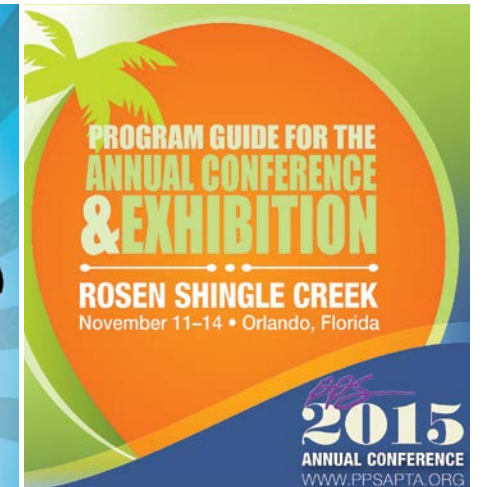
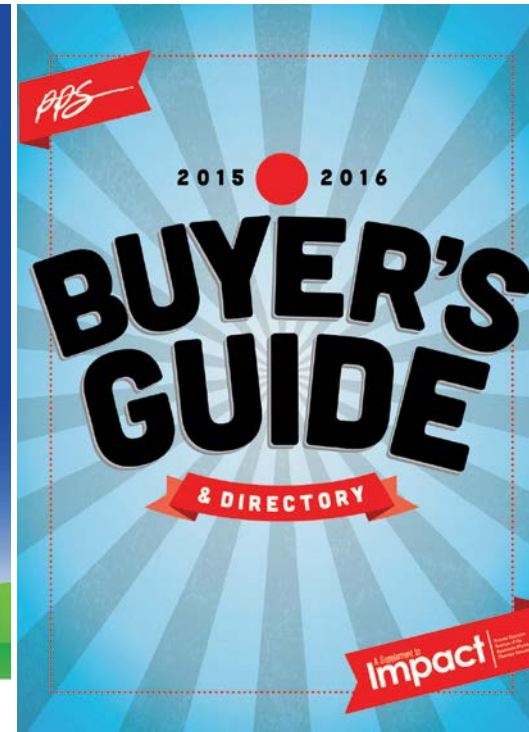
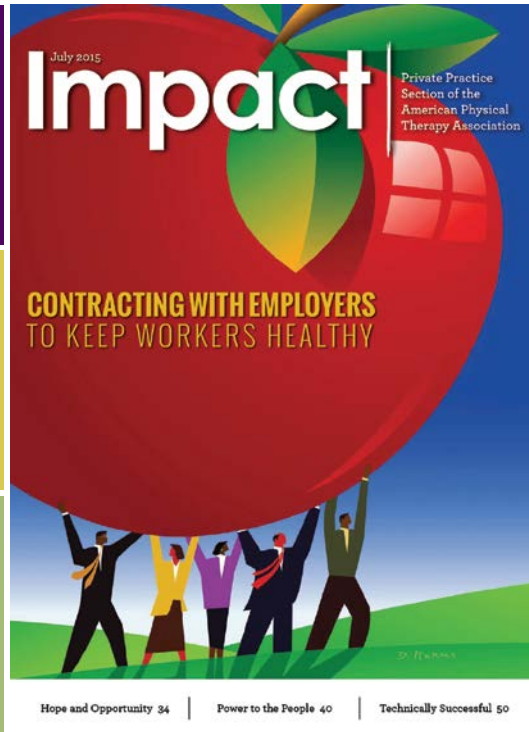
Impact Online
PPS Online

PPS ANNUAL CONFERENCE

Exhibits
Sponsorships

INTEGRATED MARKETING

Conference Packet
Impact Content Packet



PPS AUDIENCE

Who We Are

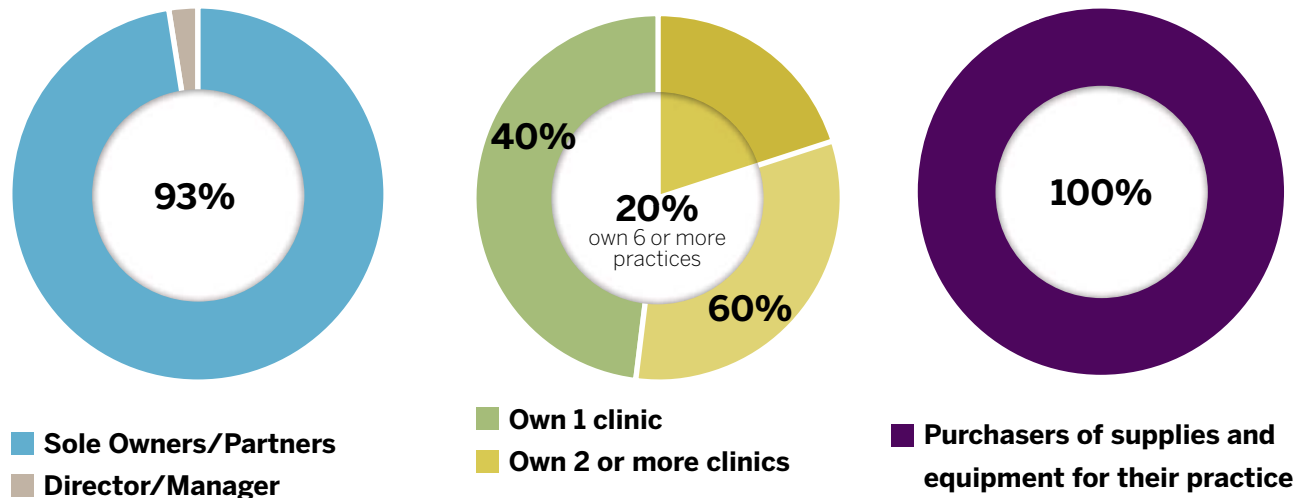
The Private Practice Section (PPS) of the American Physical Therapy Association (APTA) mission is to champion the success of the physical therapist in business.

As leaders and innovators in the health care system, PPS members are committed to operational excellence and financial success.

We are Business Leaders, Health Care Providers, Employers, and Entrepreneurs.

We are 15,000 Private Practices Strong.

We are Buyers.



The average PPS Practice Annual Gross Revenue averages
\$1 to \$1.9 MILLION

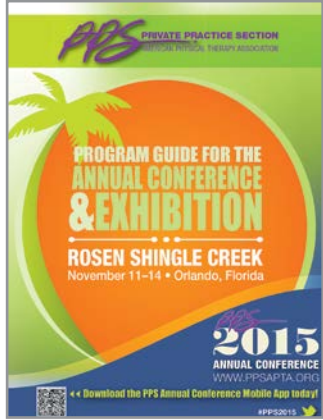
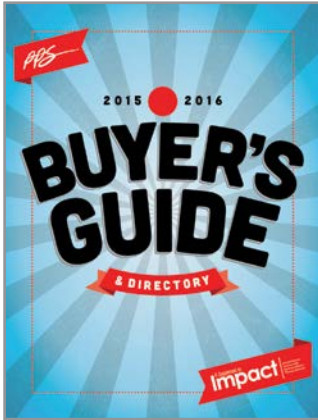
Audience Engagement In Print, Online, In Person, and Integrated

PPS APTA provides private practice owners with access to news and information that they want, when they want it, and how they want it—24/7/365.

Buyers choose where they will go for information—print publications, online information, or in-person events—each

of these mediums play a special role in delivering content and each offers marketers a unique way to engage, inform, and SELL.

An INTEGRATED marketing strategy includes all of these touch points to maximize reach and effectiveness.



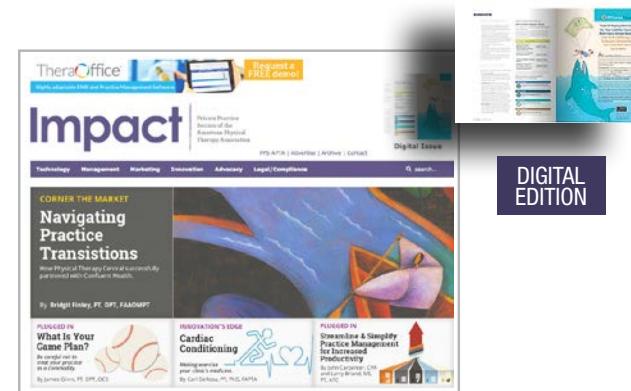
PRINT MEDIA

Impact Magazine

Impact magazine offers expert insight on the latest trends in health care, government regulation, and practice management for the **business owner**. The magazine also addresses the financial, marketing, and technological challenges unique to physical therapy clinic owners in private practice.

Vendors have an opportunity to submit up to two articles for consideration for publication in *Impact*. Issues fill up quickly, so early submissions are encouraged (submission is not a guarantee of publication). Please contact Malisa Minetree for more information at advertise@ppsimpact.org or call 317-815-4688.

Impact magazine is also available online as a digital flip book where PPS members can use a keyword search to pull up their favorite articles.



Impact content is designed to meet the informational needs of entrepreneurs, employers, managers, and health care specialists.

2016 EDITORIAL CALENDAR	January	February	March	April	May
THEME	Best Practices	Customer Service	The Patient	Focusing on Solutions: Overcoming Obstacles	Show Me the Money: Staff Recruitment and Retention
PRODUCT REVIEW CHART	x	x	<i>Patient Engagement Tools</i>	x	x
BONUS DISTRIBUTION	PPS 2015 Recap; Onsite at CSM 2016 in Anaheim, CA				
AD RESERVE DEADLINE	11/13/2015	12/1/2015	1/5/2016	2/2/2016	3/2/2016
AD MATERIAL DUE DATE	11/20/15	12/10/15	1/12/2016	2/11/2016	3/11/2016

What Our Members Are Saying*

- “*Impact* offers the best business management information for the private practice owner!”
- “It’s my favorite journal.”
- “96% report that *Impact* is important to very important to their business. 87% report saving every issue or sharing an article with a colleague.”



THE 2016 BUYER'S GUIDE offers the opportunity to promote your company's products and services to private practice owners in print, onsite at PPS 2016, and online at PPS's website.

OCTOBER *IMPACT* reaches all PPS members in print and online three weeks prior to the show and in person to all attendees at PPS 2016.

**SPECIAL ISSUES
ONSITE AT PPS 2016!**

June	July	August	September	October	November
Managing Information: Practice Management Systems	Succession Planning	Human Resources	Revenue Cycle Management	SHOW ISSUE Innovative Business Concepts: Entrepreneurial	Defining Value
<i>EMR</i>	x	<i>HR Systems</i>	x	x	<i>Outcome Measure Databases</i>
Onsite at APTA 2016 Annual Conference in Nashville, Tennessee			Buyer's Guide mails with September issue of <i>Impact</i> ; Onsite at PPS 2016 Annual Conference in Las Vegas, NV	Mails to ALL PPS members prior to show; Onsite at PPS 2016 Annual Conference in Las Vegas, NV	
4/1/2016	5/4/2016	6/1/2016	7/1/2016	8/3/2016	9/1/2016
4/13/2016	5/13/2016	6/10/2016	7/13/2016	8/12/2016	9/12/2016

PRINT MEDIA

Impact Rates

	1x	4x	6x	11x
Premium Placement (Color Only)				
Inside Front Cover	\$2050	\$1650	\$1565	\$1435
Inside Back Cover	\$1945	\$1565	\$1490	\$1370
Back Cover	\$2140	\$1725	\$1635	\$1510
Table of Contents	\$1945	\$1565	\$1490	\$1370
President's Message	\$1845	\$1490	\$1415	\$1315
Editor's Column	\$1820	\$1465	\$1390	\$1290
Advocacy in Action	\$1845	\$1490	\$1415	\$1315
Compliance	\$1845	\$1490	\$1415	\$1315
Legal	\$1845	\$1490	\$1415	\$1315
PPS on the Move	\$1845	\$1490	\$1415	\$1315
2-Page Spread				
Full bleed spread	\$3839	\$3058	\$2893	\$2673
Full Page				
Color	\$1745	\$1390	\$1315	\$1215
BW	\$1293	\$1030	\$979	\$902
1/2 Page				
Color	\$975	\$775	\$735	\$680
BW	\$721	\$577	\$546	\$505
1/4 Page				
Color	\$615	\$500	\$475	\$440
BW	\$459	\$371	\$351	\$325

An additional 5% discount applies to all multi-insertion **Impact** orders (4x-11x) prepaid in full.

Ask about custom quotes for inserts!



ARTWORK REQUIREMENTS

- A press optimized PDF with all graphics and fonts embedded
- Embedded images must be CMYK or Gray-scale, TIFF/EPS
 - Images must be minimum 300 dpi
 - No RGB or JPEG images
- PDFs should be compressed/flattened and high-res (DO NOT embed color profile)
- Choose a press-quality or high quality print option and under "general" options, uncheck "preserve photoshop editing capabilities." This will create a flattened PDF, i.e., no layers. Save the original photoshop file as layers for your own use for future editing.

Impact Specifications

Ad Size	Width	Height
Spread (Bleed)	16.75"	11.0625"
Spread (Trim)	16.5"	10.8125"
Full Page (Bleed)	8.5"	11.0625"
Full Page (Trim)	8.25"	10.8125"
Full Page (Live)	7.25"	9.375"
Half Horizontal	7.25"	4.5"
Half Vertical	3.5"	9.375"
Quarter Page	3.5"	4.5"
Back Cover	7"	7"

Binding: Perfect Bound

Trim Size: 8.25" x 10.8125"

Safety: Keep text 0.25" from final trim size

Program Guide Rates and Specifications

Program Guide Rates and Specs	Width	Height	Rate
Back Cover	7"	7"	\$2,000
Inside Front Cover (Bleed)	8.5"	11.0625"	\$1,800
Inside Back Cover (Bleed)	8.5"	11.0625"	\$1,750
Full Page (Bleed)	8.5"	11.0625"	\$1,250
Half Page Horizontal	7.25"	4.5"	\$700
Half Page Vertical	3.5"	9.375"	\$700
Quarter Page	3.5"	4.5"	\$500

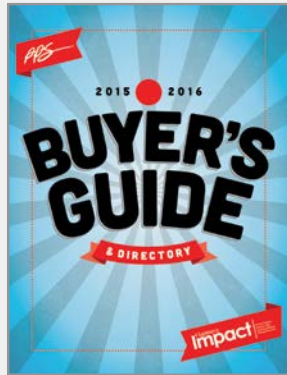
Binding: Spiral Bound

Trim Size: 8.25" x 10.8125"

Safety: Keep text 0.75" from spine to account for spiral

PPS 2016 CONFERENCE PACKET

PPS Annual Buyer's Guide



The **Annual Buyer's Guide** offers your company the opportunity to promote your products and services to PPS members throughout the year.

Generate new leads and strengthen your brand recognition as you reach clinic owners across the United States!

BONUS:

- Polybagged in the **September 2016 AND January 2017** issues of *Impact* magazine
- Onsite at the **2016 PPS Annual Conference & Exhibition** (over **1,200** practice owners and administrators anticipated!)
- Onsite at **CSM 2017**
- Included in the new **PPS member welcome packet** each month
- Posted on the **PPS website** and **Impact website** (www.ppsimpact.org)

AD CLOSE: June 15, 2016

COST: \$500

MATERIALS: 50 word narrative, color logo, contact info

Impact Magazine, October Show Issue



Impact magazine offers expert insight on the latest trends in health care, government regulation, and practice management for the **business owner**.

The magazine also addresses the financial, marketing, and technological challenges unique to physical therapy clinic owners in private practice.

BONUS:

- October *Impact* Magazine **reaches all PPS members in print and online** three weeks prior to the show and again in person to all attendees at PPS 2016. Also archived online 24/7/365 at www.ppsimpact.org.

AD CLOSE: AUGUST 3, 2016

COST: See *Impact* ad rates for ¼ page, ½ page, and full page ad space (p. 6)

PPS Annual Conference Program Guide



The **PPS Annual Conference & Exhibition Program Guide** serves as the primary information resource about the exhibit halls, exhibitors, and conference schedule.

BONUS:

- Distributed to **every show attendee onsite**, this guide is used and re-used many times each day while the attendees are at the conference. Moreover, the Program Guide is taken back to the office and referred to countless times after the show.
- **Reserving an ad is like having a permanent exhibit booth!**

AD CLOSE: JULY 15, 2016

COST: See Program Guide ad rates for ¼ page, ½ page, and full page ad space (p.6)

**ALL ONSITE DISTRIBUTION!
RESERVE AN AD IN ALL 3 AND SAVE 10%!***

PPS Impact Online Advertising: www.ppsimpact.org

Impact's microsite is a revolutionary online resource for PPS members that provides access to Impact magazine's leading practice know-how any time and anywhere from a tablet, smart

phone, or laptop. Additional online-only content and keyword search functions give PPS members an organized body of knowledge along with archived responsive digital editions.



With every issue, **Impact** online features extra content not available in the print edition.

728 x 90 pixels

The screenshot shows the Impact magazine website interface. At the top, there's a navigation bar with 'TheraOffice' branding and a 'Request a FREE demo!' button. The main content area features several articles, including 'Finding Your Niche' and 'The Art of Compromise'. A sidebar on the right highlights 'ONLINE ONLY CONTENT' with a red callout bubble. Below the main content, there are sections for 'DEPARTMENTS' and 'PPS ON THE MOVE'. A '300 x 250 pixels' callout points to a specific article in the sidebar.

Click-through Rate (CTR) is **MORE THAN TWICE** the industry average.

Banner ads on **WWW.PPSIMPACT.ORG** average **.25% CTR**
(the average industry CTR for banner ads is less than .1%)

Ad Unit	1x	6x	11-12x	Size
Leaderboard Banner (upper)	\$1,350	\$1,250	\$1,000	728x90
Web Button (right column)	\$1,250	\$1,150	\$995	300x250
Leaderboard Banner (lower)	\$1,200	\$1,100	\$900	728x90
Email Blast from PPS— Online Issue Announcement	\$800 per issue			

Enhance your online presence by adding video, audio, and dynamic data! Create a larger panel; 20% upcharge applies. Email advertise@ppsimpact.org for specs.

GENERAL AD GUIDELINES

- Banner ads are posted by or before next business day if web-ready and in proper format.
- PPS APTA reserves the right of final approval on creative assets.
- JPG or GIF files only, 40KB max; PDFs are not accepted.
- Any advertisement which has a detrimental impact on the site, or causes a negative user experience will be pulled from the site without notice.
- For static files, JPG required. For animated files, GIF required

PPS Online Advertising: www.ppsapta.org

PPS APTA provides private practice owners with access to news and information that they want, when they want it and how they want it—24/7/365.

Online advertising offers a combination of cost-effective targeted marketing to over 15,000 private practice locations with enhanced lead tracking capabilities.

80% of members rely on association websites to stay up to date on policy changes, government regulations, professional licensing requirements, educational opportunities, and so much more!

Ad Unit	1x	6x	12x	Size
Right Side				
Tower #1	\$500	\$400	\$300	120x240
Tower #2	\$425	\$325	\$250	
Left Side				
Wristband #1	\$350	\$300	\$250	234x60
Wristband #2	\$300	\$250	\$200	

Banner ad will appear on the homepage and four other popular PPS pages: *Payment Advocacy*, *Government Affairs*, *Health Care Reform*, and *PPS' Education & Events* page.



6,917 Monthly visitors



52,375 Monthly Page Views



14,891 Impressions Monthly
(varies based on # of ads per position)



0.19% CTR – Nearly **TWICE** the industry average

-Data as of 8/31/2015

234 x 60 pixels

120 x 240 pixels

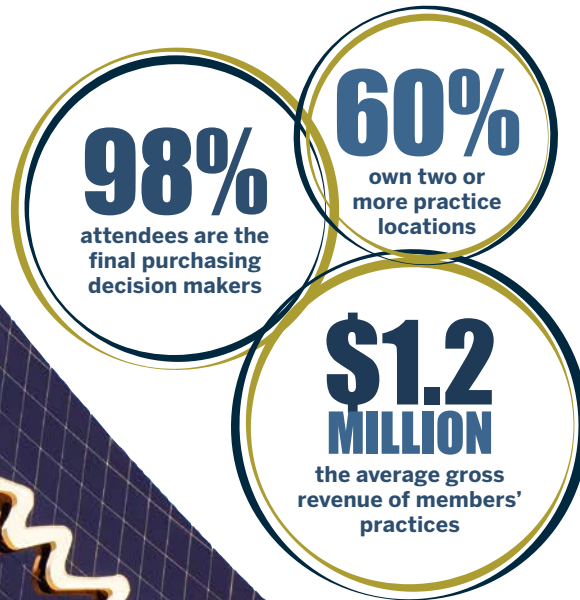
- Advertisers must be clearly identified by name in at least one frame of the advertising content.
- Ad units that have a white or partially white background must be bound by a visible one (1) pixel non-white box built into graphic. Creative must meet size specifications with border.
- Ad units must have a linking URL that resolves to an active page.

PPSImpact.org will accept enhanced or expandable banners that provide a user-initiated panel to extend the ad beyond standard unit ad dimensions for a 20% upcharge. The expandable ad runs in current ad positions and can include dynamic data, video streaming and interactive games.

PPS APTA will provide rich media design services upon request for additional fee. For rich media specifications, **Email advertise@ppsimply.org** or call **317-815-4688**.

PPS Annual Conference & Exhibition

The Conference provides business growth and management education and exposure to the latest strategies for success. Get direct access to Physical Therapist practice owners and Administrators. Our attendees make the final purchasing decisions for their practices. As an exhibitor, you have an unmatched opportunity to help shape their buying decisions.



Get direct access to more than 900 physical therapist private practice owners and administrators.

WHO ATTENDS?

- Practice Owners and Physical Therapists in Private Practice
- Practice Administrators
- Network Executive Directors
- Physical Therapist Assistants
- Rehab Agency Owners
- Rehab Professionals planning to start their own practice

Sponsorships: Connect With Your Buyers

Take advantage of this opportunity to be in front of the buyers! Sponsorship opportunities are limited at the only conference in the country that brings all these decision makers together at one time. Now is the time for you to take advantage of this unique one-of-a-kind annual gathering.

As a sponsor, you will further your position in an innovative industry and be recognized as a true partner.

Sponsorship Levels

Level 1	\$10,000
Prominent recognition at two (2) general sessions	
Two (2) complimentary conference registrations	
One (1) full page advertisement in conference program	
Level 2	\$6,500
One (1) complimentary conference registration	
One (1) full page advertisement in conference program	
Level 3	\$4,000
One (1) half page advertisement in conference program	
Level 4	\$2,000
One (1) quarter page advertisement in conference program	

ALL SPONSORS RECEIVE:

- Free advanced attendee mailing information
- Prominent recognition onsite
- Sponsor ribbons on name badges of all company attendees
- Logo and hyperlink to sponsor site on PPS website virtual exhibit hall
- Acknowledgment in conference program by contribution level including company logo
- Free mailing information, after conference, of all attendees

ADDITIONAL EVENTS & BRANDING OPPORTUNITIES ARE AVAILABLE!

For booth information and sponsorships, go to conference.ppsapta.org or email morgan@letsmeet.com.

INTEGRATED MARKETING

Integrated Opportunities

Bundled marketing packages are an efficient and affordable way to maximize exposure. The more customers see your brand across mixed media platforms, the more top of mind it will be.

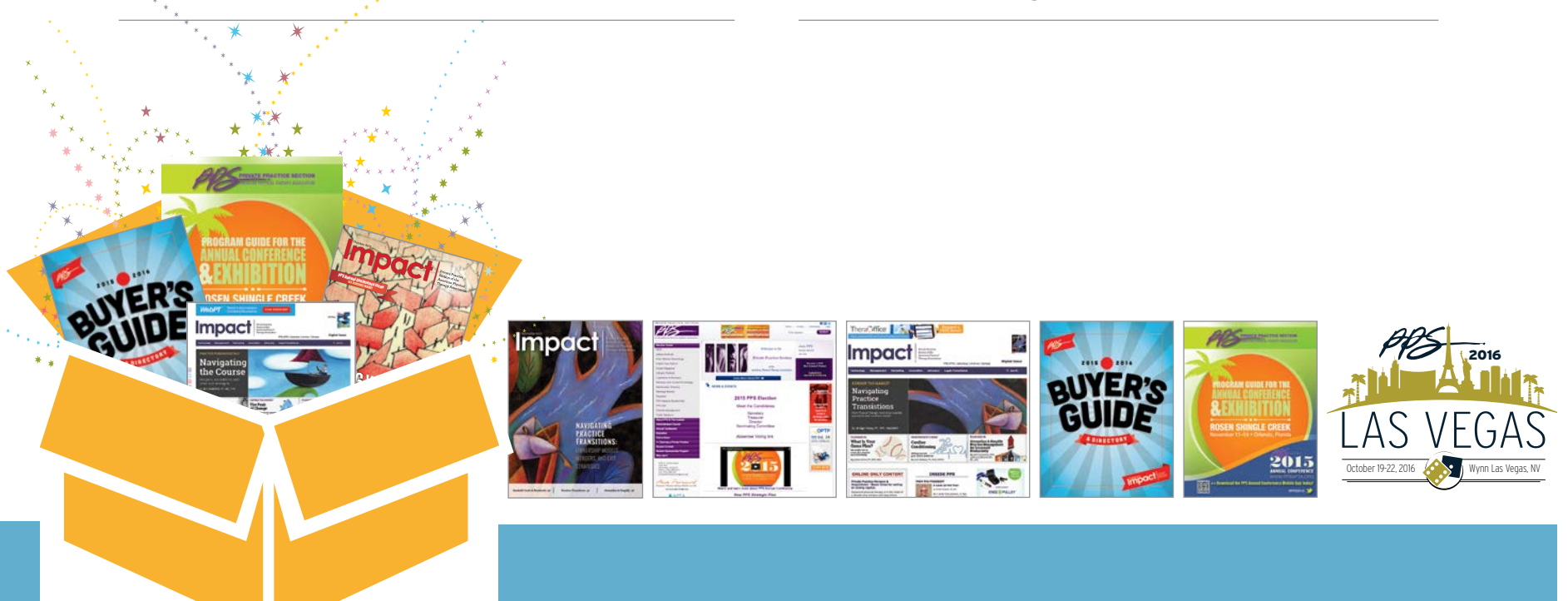
Reinforce your message with an integrated lead generation program and reach important buyers at just the right time—when they are ready to buy!

91% of B2B decision makers agree:
“It’s easy for me to recognize or remember a company’s brand or product when I see messages about it in multiple media such as magazines, online, or at events.”

Source: U.S. Forrester Research

82% of convention attendees with the authority to recommend and/or purchase products/services for their organizations said they are likely to buy if they have seen a company’s advertisement or website prior to an event.

Source: Exhibit Surveys Inc.



NEW



2016 PPS Conference Marketing Packet

Exhibitors who integrate advertising and sponsorship components into a total exhibition program have more success attracting booth visitors, gathering leads, and generating sales.

Conference Email Blasts: Advertise your company on Early Bird Registration email reminders.

PPS 2016 Buyer's Guide: Reserve an expanded listing in the Buyer's Guide which is distributed onsite in every show attendee's bag.

October Impact, PPS Annual Show Issue: Reach PPS members before the show and all PPS 2016 show attendees.

www.PPSImpact.org October Web Button/Banner: Reach PPS members when they are online. Take advantage of show traffic online.

PPS Program Guide: Print advertisements are one of the most important ways attendees follow up with exhibitors from the show.



Impact Content Packet: In Print and Online

Purchasing cycles vary from organization to organization and from buyer to buyer. Our economical marketing solutions are designed to reach these influential decision makers at all times.

Maximize the impact on a prospect's mind with any of these bundled content packages. Reach your audience both in print and online and gain maximum profit at minimum cost!

Preferred Packet	Packet Value: \$30,165	YOU PAY ONLY \$25,365!
11 full-page ads with far-forward placement in <i>Impact</i> magazine	\$13,365	
12 months online, Leaderboard or Right Column	\$11,940-\$12,000	
6 FREE Buttons on the <i>Impact</i> online email blast	\$4,800	

CREATE YOUR OWN CUSTOM CONFERENCE AD PACKAGE!

For à la carte offerings and pricing, Contact Malisa Minetree at 317-815-4688 or advertise@ppsimpact.org.

OUR ADVERTISERS INCLUDE:



START CONNECTING WITH PPS TODAY! SIGN UP AT PPSIMPACT.ORG/ADVERTISE/

2016 PPS MEDIA KIT ORDER FORM

Advertiser _____ Agency _____

Contact Name _____

Telephone _____ Email _____

Mailing Address _____ City _____ State _____ Zip _____

IMPACT Magazine	<input type="checkbox"/> B&W	<input type="checkbox"/> Color	Issues Running	Cost*
<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> Back Cover	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> June	
<input type="checkbox"/> Full Pg	<input type="checkbox"/> 1/2 H Pg	<input type="checkbox"/> 1/2 V Pg	<input type="checkbox"/> 1/4 Pg <input type="checkbox"/> July <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct (PPS Show Issue) <input type="checkbox"/> Nov	
Ad Index Listing				
To eliminate printing errors, please email your contact information to advertise@ppsimpact.org with your insertion order. Contact information includes: Company Name; Phone; Fax; Email; and Website.				

PPS Buyer's Guide	Cost*
<input type="checkbox"/> Single Listing (50 words) <input type="checkbox"/> Multiple Listings (50 words each) Number of listings _____	

PPS Annual Conference Program Guide	Cost*
<input type="checkbox"/> Inside Front Cover <input type="checkbox"/> Inside Back Cover <input type="checkbox"/> Back Cover <input type="checkbox"/> Full Pg <input type="checkbox"/> 1/2 H Pg <input type="checkbox"/> 1/2 V Pg <input type="checkbox"/> 1/4 Pg	

Online Advertising (PPS online / Impact online)	Months Running	Cost*
www.ppsapta.org <input type="checkbox"/> 734x60 (wristband) <input type="checkbox"/> 120x240 (tower)	<input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> June	
www.ppsimpact.org <input type="checkbox"/> 728x90 (leaderboard) <input type="checkbox"/> 300x250 (button) <input type="checkbox"/> Email Blast	<input type="checkbox"/> July <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec	

PPS Integrated Marketing	Cost*
<input type="checkbox"/> Conference Marketing Packet <input type="checkbox"/> Preferred Packet	
Choose 6 months for FREE web button: <input type="checkbox"/> Jan <input type="checkbox"/> Feb <input type="checkbox"/> Mar <input type="checkbox"/> Apr <input type="checkbox"/> May <input type="checkbox"/> June <input type="checkbox"/> July <input type="checkbox"/> Aug <input type="checkbox"/> Sep <input type="checkbox"/> Oct <input type="checkbox"/> Nov <input type="checkbox"/> Dec	

Summary of Costs	Total Cost
Ad Space \$ _____ Buyer's Guide \$ _____ Program Guide \$ _____ Online \$ _____	

*See rate card for pricing and discount structure.

Artwork: Use same art for all ads
 Use new art for each ad (Include individual insertion instructions as required)

Special instructions:

Contact for materials: Advertiser Ad Agency
Bill: Advertiser Ad Agency

PPS REQUIRES PREPAYMENT FOR ALL ADS*

INDICATE PAYMENT OPTION:

E-Invoice (payment due within 30 days of receipt)

Email address of payee (required)

Payment per insertion \$ _____

Payment in **FULL** for **ENTIRE** order \$ _____
(5% **prepay discount** only applies to **Impact 4x-11x order**)

Charge my credit card

VISA Master Card American Express

Payment per insertion \$ _____

Payment in **FULL** for **ENTIRE** order \$ _____
(5% **prepay discount** only applies to **Impact 4x-11x order**)

CARD NUMBER

EXPIRATION DATE and 3-DIGIT CODE

CARDHOLDER SIGNATURE

CARDHOLDER NAME (PLEASE PRINT LEGIBLY)
FOR PPS 2016 ADVERTISING AGREEMENT

DATE

* Ad **WILL NOT** run if payment is not received within 30 days.
Cancellations must be received in writing prior to the published ad close date.
Short-term rates apply upon cancellation.

EMAIL THIS INSERTION ORDER, YOUR AD INDEX INFORMATION, AND AD TO ADVERTISE@PPSIMPACT.ORG.



PPS Advertising Policy

- All *Impact* advertisers will receive a free annual subscription to *Impact*.
- PREPAYMENT is required for all online and print ads in *Impact* and on the PPS websites. Payment MUST be received within 30 days of receipt of invoice. All credit card payments will be processed within 30 days of the published close dates. Advertiser's ads will be removed from the issue or website due to nonpayment.
- Advertiser understands that its previous ad will run if new ad is not received by the published ad close date.
- Cancellations received in writing before the published ad deadline can be applied to that month's run date. If, for any cause, the full amount of space is not used, short-term rates will apply to your account.
- All ad rates are based on advertiser providing press-ready and web-ready artwork. Additional charges may apply if ads are not preflighted.

Submission Requirements

- Prepayment is required. Payment must be received within 30 days of receipt of e-invoice. If payment is not received as per signed agreement, the ad will not run. Credit applications required for new advertisers.
- All advertisers will receive a copy of the issue of *Impact* in which their ad appears.
- The advertiser will be given 48 hours to submit an acceptable ad to advertise@ppsimply.org.
- The advertiser understands that its previous ad will run if a new ad is not received by the published deadline. All cancellations must be received in writing and if received prior to the published close date, that ad will not run. Short-term rates will apply due to cancellation.
- A 5% discount applies to multi-insertion *Impact* orders paid in full with the first insertion.