

2018 PRIVATE PRACTICE SECTION ADVERTISING & EXHIBITING PLANNER



PPS AUDIENCE

- Who We Are

PRINT MEDIA

- *Impact* Magazine
- PPS Buyer's Guide
- PPS 2018 Program Guide

DIGITAL MEDIA

- *Impact* Online
- PPS Online
- Interactive Buyer's Guide

PPS 2018 ANNUAL CONFERENCE

- Exhibits
- Sponsorships

PPS AUDIENCE

Who We Are

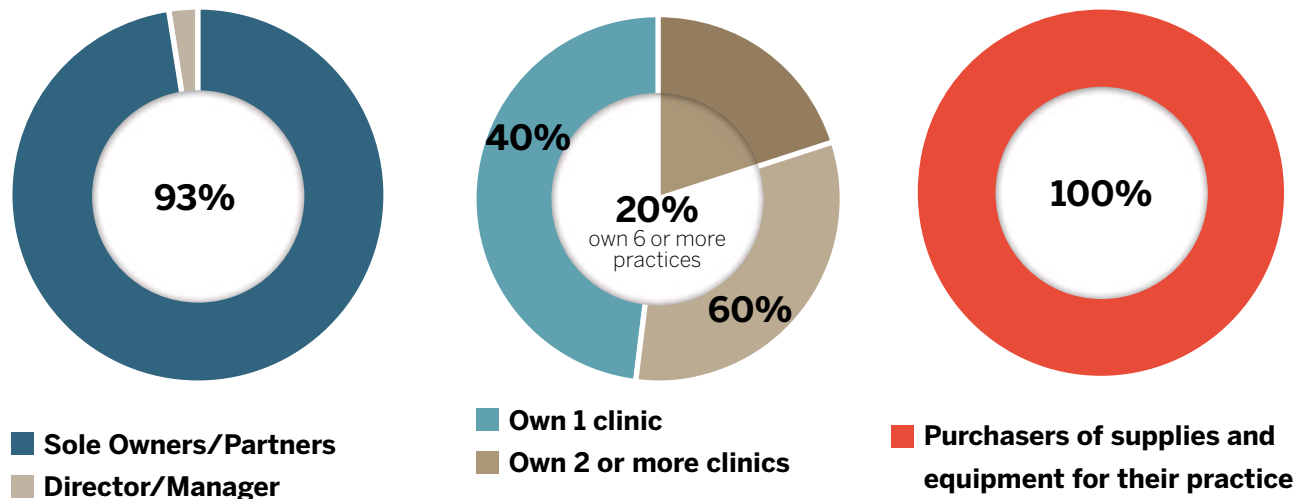
The Private Practice Section (PPS) of the American Physical Therapy Association (APTA) mission is to champion the success of the physical therapist as business owner and operator.

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

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

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 equips private practice owners with practice and business-building know-how to succeed in today's marketplace.

PPS members have 24/7 access to leading content on marketing, billing practices, employee management, best

practices, and technology—when they want it and how they want it. PPS offers a robust, multi-media marketing platform for your business.

An integrated marketing strategy includes a combination of print, online, and in-person marketing events.

STAY TOP OF MIND WITH PPS!

Promote Your Company Across PPS's Mixed Media Platforms. Reach PPS Where They Are!



Connect with PPS clinic owners every minute through the following PPS publications and online venues:

1

Impact magazine

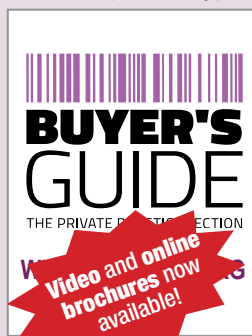
In print monthly,
January through November



2

PPS Annual Buyers Guide

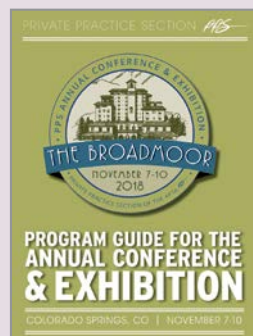
Enhanced Interaction for 2018
Clinic owners can find you via keywords, company name, or business/product type



3

PPS 2018 Program Guide

Onsite at the PPS Annual Conference



4

Online at www.ppsapta.org

Newly redesigned for 2018!



5

Online at www.ppsimpact.org



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.

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.



Vendors may submit articles for consideration for publication in Impact. Submission is not a guarantee of publication. Please contact Malisa Minetree for more information at advertise@ppsimply.org or call 317-815-4688.

4,300
IMPACT READERS!*

What Our Members Are Saying

“Impact offers the best business management information for the private practice owner!”

43% of members share *Impact* with their colleagues.

96% of members report that *Impact* is important to very important to their business.”

92% of PPS members report visiting an advertiser's website, contacting an advertiser, or purchasing a product/service while reading *Impact*.

**Based on 2017 circulation.*



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

2018	Theme/Editorial Focus	Ad Reserve Deadline	Ad Materials Due	Product Review Chart	BONUS DISTRIBUTION
JAN	Marketing	11/9/2017	11/21/2017	X	PPS 2017 Recap; Onsite at CSM 2018 in New Orleans, Louisiana
FEB	Tools	12/7/2017	12/15/2017	Business Insurance	
MAR	Staffing; Recruitment/ Retention/ Onboarding	1/9/2018	1/22/2018	X	
APR	Leadership Development/ Entrepreneurship	2/8/2018	2/17/2018	X	
MAY	Customer Service	3/8/2018	3/27/2018	Patient Engagement Tools	
JUN	Stress Management	4/5/2018	4/23/2018	X	Onsite at APTA 2018 Annual Conference in Orlando, Florida
JUL	Succession Planning	5/6/2018	5/19/2018	X	
AUG	Lessons Learned as PT Clinic Owner	6/7/2018	6/19/2018	Outcomes	
SEPT	Strategic Alliances	7/6/2018	7/21/2018	X	
OCT	Disruptive Innovation	8/9/2018	8/25/2018	EMR	Mails to all PPS members prior to conference Onsite at PPS 2018 Annual Conference in Colorado Springs, Colorado
NOV/DEC	Strategic Planning	9/7/2018	9/27/2018	X	

OCTOBER IMPACT reaches all PPS members in print and online three weeks prior to the show and in person to all attendees at PPS 2018.

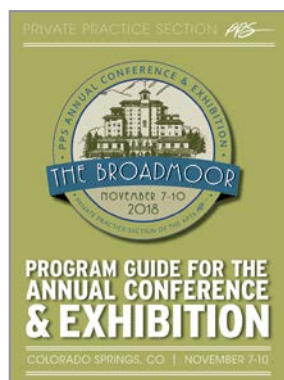
PRINT MEDIA

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.

Want to stand out from your competitors? Reserve a custom insert in IMPACT!



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"

Program Guide Rates and Specifications

Program Guide Rates and Specs	Width	Height	Rate
Back Cover	8.5"	11.0625"	\$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

Specs for Impact magazine and Program Guide

Binding: Perfect Bound

Trim Size: 8.25" x 10.8125"

Safety: Keep text 0.25" from final trim size

PPS 2018 CONFERENCE PACKET

PPS Annual Buyer's Guide



BUYER'S GUIDE

THE PRIVATE PRACTICE SECTION

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:

- **January IMPACT 2018;** Onsite at **CSM 2018**
- **New! Interactive Buyers' Guide Online** with Video, Online Brochure, PPS Member Only Discount Options!
- Included in **PPS new member welcome kit** mailing
- Posted on the **PPS website** and **Impact website** (www.ppsimpact.org)

AD RESERVATION: July 15, 2018

BASIC COST: \$500
ENHANCED COST: \$875

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** four weeks prior to the show and again in person to all attendees at PPS 2018. Also archived online 24/7/365 at www.ppsimpact.org.

AD CLOSE: AUGUST 15, 2018

See ad rates on opposite page

PPS Annual Conference Program Guide

ANNUAL CONFERENCE & EXHIBITION

PRIVATE PRACTICE SECTION
American Physical Therapy Association

The **PPS Annual Conference & Exhibition** serves more than 1,000 health care professionals.

The **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: AUGUST 15, 2018

See ad rates on opposite page

RESERVE AN AD IN ALL 3 AND SAVE 10%!^{*}

*4x-11x advertisers in Impact magazine are not eligible for the 10% discount.

PPS Impact Online Advertising: www.ppsimpact.org

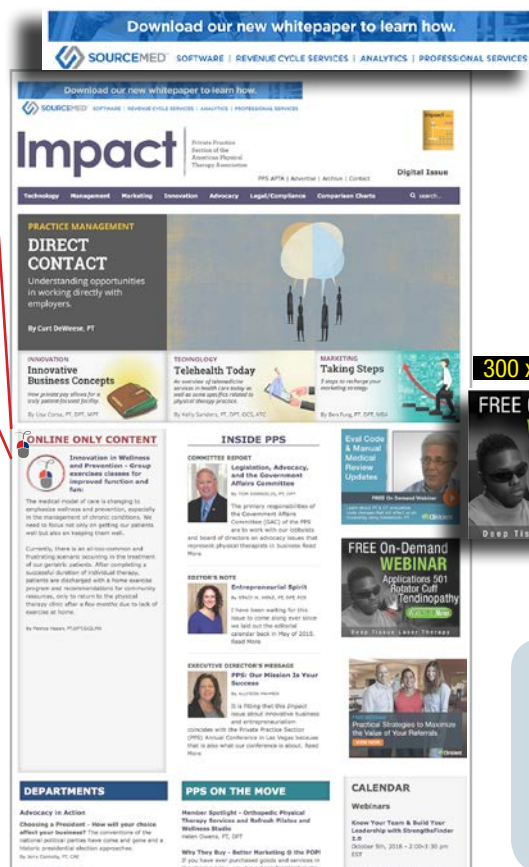
Impact's microsite is a revolutionary online resource for PPS members that provides access to Impact magazine's leading practice know-how any time and anywhere from a tablet, smart

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



300 x 250 pixels



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



Banner ads on **WWW.PPSIMPACT.ORG** average **.20% 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.
3rd party server charges may also apply.

GENERAL AD GUIDELINES

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

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
Square 1 (.jpg, .gif, .png, .svg)	\$650	\$520	\$390	250x250
Square 2 (.jpg, .gif, .png, .svg)	\$600	\$480	\$360	250x250
Lower Leaderboard (near footer) (.jpg, .gif, .png, .svg):	\$510	\$390	\$300	728x90

- 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@ppsimapct.org or call 317-815-4688.

 **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 8/31/2016



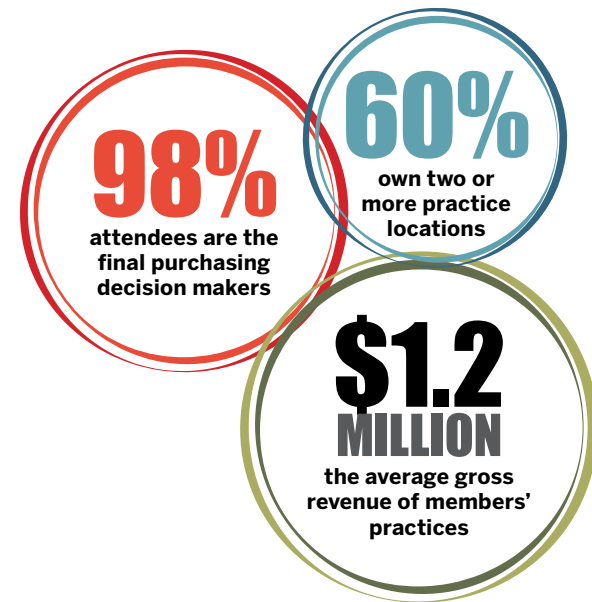
PPS Annual Conference & Exhibition

The Conference provides four days of practice management and business education to attendees, exposing them to the latest strategies for success. Get direct access to physical therapy practice owners and administrators. Our attendees make the final purchasing decisions for their practices. As an exhibitor or sponsor, you have an unmatched opportunity to shape their buying decisions.



PPS ANNUAL CONFERENCE & EXHIBITION
THE BROADMOOR
—NOVEMBER 7-10, 2018—

PPS — PRIVATE PRACTICE SECTION, APTA



**Get direct access to more than 1,000
physical therapist private practice
owners and administrators.**

WHO ATTENDS?

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

Exhibition: Connect with Your Buyers

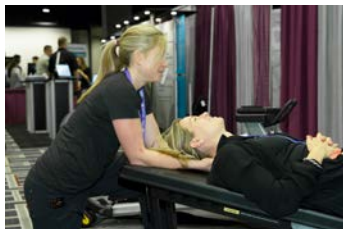
The hugely popular Exhibit Hall consistently sells out, thanks to the immense buying power of our attendees. The PPS website links directly to our virtual exhibit hall which provides you with constant exposure to our members from the minute you sign up through the conference. Anyone who visits the PPS website knows that you are an exhibitor and where to find you and how to contact you NOW!

Sponsorships: Promote your Brand

Set yourself apart by taking advantage of this opportunity to get in front of your buyers with heightened brand placement at the only conference in the country that brings all these decision-makers together at one time. Sponsorships are offered at multiple price points and various exposure levels. Pick from PPS's highly-anticipated breakfast, lunch and cocktail receptions, the President's Reception, PPS 2018 mobile app, WiFi, hotel key cards, tote bags, lanyards, charging stations, and so much more!

ALL SPONSORS RECEIVE:

- ✓ Free attendee mailing lists BEFORE the conference
- ✓ Prominent recognition onsite at the General Sessions, on all walk-in slides for PPS programming, on event signage, and the onsite Program Guide
- ✓ Prominent recognition in all Conference promotional materials before the event
- ✓ Logo and hyperlink to sponsor's site on PPS Conference website
- ✓ Sponsor ribbons on name badges of all company attendees
- ✓ Guaranteed appointment to select booth space for PPS 2019



Reserve your exhibit space at PPS 2018 at www.ppstradeshow.com starting in mid November! Set 11/15 on your calendar—space fills up quickly! Call or email Malisa Minetree (Malisa.minetree@me.com) for details.

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.

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

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

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.



INTEGRATED MARKETING



PPS 2018 Conference Packet

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



PPS 2018 Buyer's Guide

Reserve an expanded listing in the Buyer's Guide.



October *Impact*, PPS Annual Show Issue

Reach PPS members before the show and all PPS 2018 show attendees.



PPS Program Guide

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



Pre-show web button, square, or leaderboard at ppsapta.org and ppsimpact.org

Connect with PPS members when they are online. Take advantage of show traffic online.

Advertise in Buyer's Guide, October *IMPACT* and the Program Guide and save 10%!
Discount doesn't apply to 4x-11x *Impact* advertisers.



Impact Premium 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!

Impact Premium Packet	Packet Value: \$28,565	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	
4 FREE Buttons on the <i>Impact</i> online email blast	\$3,200	

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 AND SPONSORS INCLUDE:



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

2018 PPS Advertising and Sponsorship Order Form

Advertiser/Sponsor _____ 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"/> Custom Insert	<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@ppsimply.org with your insertion order. Contact information includes: Company Name; Phone; Fax; Email; and Website.		

PPS Buyer's Guide <input type="checkbox"/> Print <input type="checkbox"/> Online	Cost*
<input type="checkbox"/> Enhanced Listing (200 words) <input type="checkbox"/> Basic Listing (50 words) <input type="checkbox"/> Multiple Listings Number of listings _____	

PPS Annual Conference and Exhibition	Cost*
Program Guide <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 Sponsorships <input type="checkbox"/> Breakfast Reception <input type="checkbox"/> Conference Bag <input type="checkbox"/> Dinner Event <input type="checkbox"/> Lanyard <input type="checkbox"/> Lunch with Exhibitors <input type="checkbox"/> Mobile App <input type="checkbox"/> President's Reception <input type="checkbox"/> Wifi <input type="checkbox"/> Other _____	

Online Advertising (PPS online / IMPACT online)	Months Running	Cost*
www.ppsapta.org <input type="checkbox"/> 728x90 (lower leaderboard) <input type="checkbox"/> 250x250 (square)	<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"/> PPS 2018 Conference Packet (save 10%) <input type="checkbox"/> IMPACT Premium Packet (save \$3,200) Choose 4 months for FREE email blast 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
Impact Magazine \$ _____ PPS Buyer's Guide \$ _____ PPS Annual Conference \$ _____ Online \$ _____ Integrated \$ _____	

*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 NAME (PLEASE PRINT LEGIBLY) _____

CARDHOLDER SIGNATURE _____ DATE _____

SIGNATURE FOR PPS 2018 ADVERTISING AGREEMENT _____

*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 MALISA.MINETREE@ME.COM.

Contact **MALISA MINETREE** for 2018 PPS advertising, exhibit space, and sponsorship opportunities.

P 317-815-4688 | M 317-603-7854 | F 317-582-0607 | MALISA.MINETREE@ME.COM

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 to Malisa.minetree@me.com prior to the published reservation date for IMPACT, the Buyers Guide or the Program Guide will be accepted without full payment required for the scheduled ad. Upon receipt of cancellation, a balance will be owed based on the short-term rate earned at the time of cancellation.
- 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@ppsimpact.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.