



PPS 2019 CONFERENCE PACKET

PPS Annual Buyer's Guide



Boasting more than 100,000 views per year, the Annual PPS Buyer's Guide gives your company **12 months of exposure** to the PPS community. The online Buyer's Guide features:

- Online video, online brochures, and up to 200 words.
- PPS members can demo your product online or take advantage of a PPS member discount you create!
- Change your video, online brochure, or company description at any time throughout your 12 month subscription.

BONUS:

- Print version of the Buyer's Guide mails to more than 4,200 clinic owners in Feb. 2019 and is onsite at CSM 2019.
- Mailed monthly to new PPS members when they join.
- Posted on www.ppsapta.org and www.ppsimpact.org.
- All PPS Buyer's Guide vendors (register at www.ppsbuyers.guide) who also exhibit at the PPS conference will be prominently highlighted in the conference app's exhibitor list and given VIP access to edit their app listing to include additional links, documents, and photos.

AD RESERVATION: DECEMBER 6, 2018/2019
(print edition)

BASIC LISTING: \$500

UPGRADED LISTING: \$875
(with video and online brochure)

Impact Magazine, October Conference Issue



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

BONUS DISTRIBUTION:

- Reaches more than 4,200 PPS members in print and online one month prior to PPS 2019.
- Handed out onsite to more than 1,200 PPS attendees in Orlando, Florida, at Rosen Shingle Creek Resort.
- Posted and archived online at www.ppsimpact.org where we average 2,000 visitors each month.

AD CLOSE: AUGUST 22, 2019
See ad rates and specs

PPS Annual Conference Program Guide



The PPS Annual Conference & Exhibition Program Guide reaches more than 1,200 conference attendees.

BONUS DISTRIBUTION:

- Handed to every conference attendee onsite at Rosen Shingle Creek in Orlando, Florida.
- Posted online at www.ppsimpact.org.
- Direct attendees to your booth, hospitality event, and website.

AD CLOSE: AUGUST 22, 2019
See ad rates and specs

GENERATE NEW LEADS AT PPS 2019 WITH THE PPS CONFERENCE PACKET

RESERVE AN AD IN ALL 3 AND SAVE 10%

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

PPS 2019 CONFERENCE PACKET INTEGRATED MARKETING



PPS 2019 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 2019 Buyer's Guide
Reserve an enhanced listing in the Buyer's Guide.



October Impact, PPS Annual Conference Issue
Reach PPS members before the conference and all PPS 2019 conference attendees.



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



Pre-conference web button, square, or leaderboard at ppsapta.org and ppsimpact.org
Connect with PPS members when they are online. Take advantage of conference traffic online.

Advertise in the 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 MARKETING PACKAGE!

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

PPS 2019 CONFERENCE PACKET RATES & SPECS

Impact Magazine

Placement and Color	1x	4x	6x	11x
Premium Placement (Color Only)				
Inside Front Cover	\$2,050	\$1,650	\$1,565	\$1,435
Inside Back Cover	\$1,945	\$1,565	\$1,490	\$1,370
Back Cover	\$2,140	\$1,725	\$1,635	\$1,510
Table of Contents	\$1,945	\$1,565	\$1,490	\$1,370
President's Message	\$1,845	\$1,490	\$1,415	\$1,315
Editor's Column	\$1,820	\$1,465	\$1,390	\$1,290
Advocacy in Action	\$1,845	\$1,490	\$1,415	\$1,315
Compliance	\$1,845	\$1,490	\$1,415	\$1,315
Legal	\$1,845	\$1,490	\$1,415	\$1,315
PPS on the Move	\$1,845	\$1,490	\$1,415	\$1,315
2-Page Spread				
Full bleed spread	\$3,839	\$3,058	\$2,893	\$2,673
Full Page				
Color	\$1,745	\$1,390	\$1,315	\$1,215
BW	\$1,293	\$1,030	\$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

Impact Email Blast

	Size	Rate
Square	200 x 165	\$800

Impact Magazine

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"

Impact Magazine Online www.ppsimpact.org

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			300x250

PPS Online www.ppsapta.org

Ad Unit	1x	6x	12x	Size
PREMIUM login page leaderboard	\$650	\$520	\$390	728x90
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

Program Guide

Ad Size	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

Buyer's Guide Online

Listing Unit	Rate
Basic Logo, ad title, company name, external video link, 50-word ad descriptions, opportunity to have your ad highlighted by adding a PPS member discount promo, company contact, website and social links, and ability to opt-in for exposure on the PPS Conference App	\$500
Enhanced Upgraded Includes all of the benefits of a basic listing PLUS: Extended description (up to 200 words), embed of a promotional video (up to 3 minutes long), downloadable product brochure	\$875

PPS 2019 CONFERENCE PACKET ORDER FORM

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@ppsimpact.org with your insertion order. Contact information includes: Company Name; Phone; Fax; Email; and Website.

Online Advertising (Impact online / PPS online)	Months Running	Cost*
www.ppsimpact.org <input type="checkbox"/> Leaderboard <input type="checkbox"/> Button <input type="checkbox"/> Email Blast	<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.ppsapta.org <input type="checkbox"/> PREMIUM Leaderboard <input type="checkbox"/> Leaderboard <input type="checkbox"/> Square	<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 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 & 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"/> President's Reception <input type="checkbox"/> Breakfast Reception <input type="checkbox"/> Lunch in the Hall <input type="checkbox"/> Breakfast in the Hall <input type="checkbox"/> Happy Hour <input type="checkbox"/> Wifi <input type="checkbox"/> Hotel Key Card <input type="checkbox"/> Lanyard <input type="checkbox"/> Tote Bag <input type="checkbox"/> Mobile App <input type="checkbox"/> Presenter Handouts on USB Drive	

PPS Integrated Marketing	Cost*
<input type="checkbox"/> PPS 2019 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)

FOR INTERNAL USE ONLY

For your security, PPS will contact you by phone for payment information upon receipt of a completed order form.

 CARD NUMBER EXPIRATION DATE and 3-DIGIT CODE

 CARDHOLDER NAME (PLEASE PRINT LEGIBLY)

 SIGNATURE FOR PPS 2019 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 [MALISA.MINETREE@ME.COM](mailto:malisa.minetree@me.com).

Contact **MALISA MINETREE** for 2019 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* magazine.
- 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.
- The 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 the 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.



PRIVATE PRACTICE SECTION OF THE AMERICAN PHYSICAL THERAPY ASSOCIATION

1055 N. Fairfax Street, Suite 204 | Alexandria, VA 22314 | www.ppsapta.org | privatepracticesection@apta.org | 800-517-1167