

APTA PRIVATE PRACTICE

2024

Industry Partner
Program +
Year-Round
Marketing





Industry Partner Program

The Industry Partner program is back and better than ever. APTA Private Practice understands that a partnership is more than advertising — It is a commitment to being open to new ideas, sharing educational content from top thought leaders, and ultimately working together to drive the industry forward. APTA Private Practice is very excited to release this new opportunity, as we feel it reflects our vision of a true partnership with mutual benefits that allow for the greatest and most exclusive access to the APTA Private Practice membership.

Visionary Member \$15,000

Includes a credit for one (1) item from Benefit A and one (1) from Benefit B.

Champion Member \$10,000

Includes a credit for one (1) item from Benefit A.

ANNUAL BENEFITS ALL PARTNERS	BENEFIT A	BENEFIT B
One (1) dedicated custom e-blast	Impact Advertorial	CE webinar accreditation + promotion
One (1) category basic listing in the Buyer's Guide; print + digital	15-day digital retargeting campaign	CE article accreditation + promotion
One (1) social media post	Impact mid- month update article	Graham Sessions Sponsorship (when available)
One (1) Thank You announcement email to members		Peer2Peer NetWorks sponsorship (when available)
APTA Private Practice website placements; logo/link in footer of home page, About Us and Education tabs		
Recognition and acknowledgement at Annual Conference; special signage		

Benefits

Educational Article or Webinar for APTA Private Practice Members *(choose one)*

FOR CE

- Partner writes/produces all educational content, including the CE quiz questions
- Content must be relevant, meet CE guidelines, and approved by APTA Private Practice Education Committee
- Article/Webinar will be promoted to the entire APTA Private Practice Membership through an exclusive email, social media, and the APTA Private Practice website
- Partner receives readership and CE quiz analytics (including a list of who passed the quiz with email addresses)
- Article/Webinar and CE will be available to all APTA Private Practice Members and their PT employees for 12 months. It is not restricted to APTA Private Practice Members only
- Launch dates will be assigned once the content is complete and approved by the APTA Private Practice Education Committee

Recognition

- Company logo/link on the APTA Private Practice website
- Company logo on special on-site printed signage
- Company logo/link in an Industry Partner “thank you” email to APTA Private Practice Members
- Post on APTA Private Practice social media, announcing that you’ve signed on as an Industry Partner

Custom E-Blast

- A one-time mass email to the full APTA Private Practice Membership
- Email is designed by the Industry Partner, but sent by The Section on a date chosen by APTA Private Practice
- Email content must be approved by APTA Private Practice and will include a note about how APTA Private Practice does not endorse the enclosed content
- The email may have a call-to-action within it, but the reply email address will be a “no-reply” address

APTA Private Practice Display Retargeting Pilot

- One campaign (15-days) of the new APTA Private Practice Display Retargeting Advertising program (see page 4)
- Results from previous campaigns were excellent, so we want to ensure that all Industry Partners have the opportunity to try this for themselves in 2024.

Impact Magazine

RATED MOST POPULAR BENEFIT

Impact magazine offers expert insight on the latest trends in health care, government regulation, and practice management. Reach clinic owners as they leverage Impact to find solutions to their practice's financial, marketing, and technological challenges.

Impact is released 11x a year

(January–November), and reaches the APTA Private Practice audience through:

Print /5x

4,200 print copies by direct mail

Online / 11x

2,000 monthly visitors access Impact through www.ppsimpact.org

Email/11x

4,200 digital copies by email

In-Person

2,500 copies at APTA CSM and APTA Private Practice conferences



92% of Impact readers have visited an advertiser's website, contacted an advertiser, or purchased an advertiser's product/service!

11x Advertiser Value-Add!

For premium and full page advertisers only

- **Receive a full year of digital advertising on the Impact website, www.ppsimpact.org (\$12,000 value)**
Choice of leaderboard (upper), leaderboard (lower), or web button (right column). Website advertising is shared.
- **Upgrade to all three Impact website advertising units for \$6,000**
Impact website advertising is only available to 11x advertisers. Website advertising is shared.
- **Purchase digital advertising in Impact's email blast (11 issue announcements) for \$5,500**
Impact email blast advertising is only available to 11x advertisers. Based on availability.

RATES	1–3x RATE	4–6x RATE	7–10x RATE	11x RATE
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
2-Page Spread	\$3,839	\$3,058	\$2,893	\$2,673
Full Page	\$1,745	\$1,390	\$1,315	\$1,215
½ Page	\$975	\$775	\$735	\$680
¼ Page	\$615	\$500	\$475	\$440

Enhance your digital ad with video links, audio links, or animation for just \$100 per issue

Retargeting Campaigns (Online Advertising)

Reach APTA Private Practice Members with this innovative programmatic site retargeting program! If you're not familiar with retargeting, here is general overview:

How Retargeting Works



APTA Private Practice stakeholder visits APTA Private Practice website



APTA Private Practice stakeholder added to targeting pool



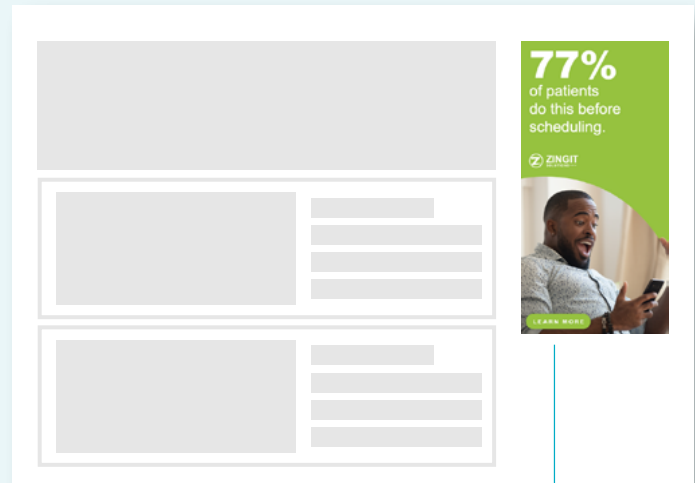
APTA Private Practice stakeholder is shown *your ad* on other websites



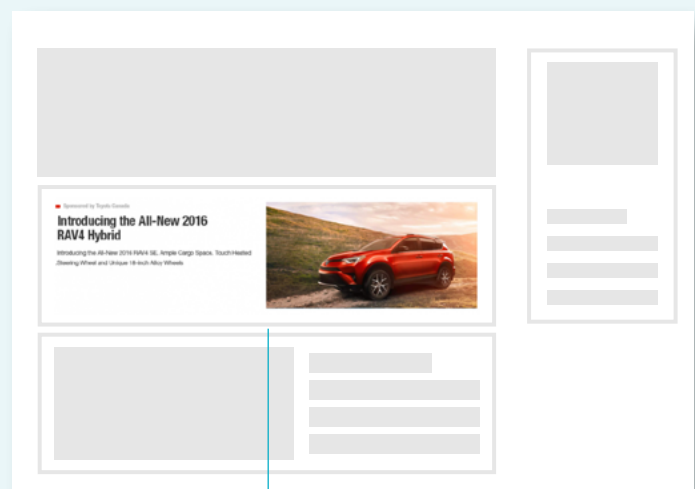
Stakeholder clicks ad and is directed to *your website*

Standard Display and Native Advertising Campaigns

Choose between standard display and native for each 15-day program.



Standard Display



Native

COST • \$2,500 for each 15-day retargeting program.

APTA Private Practice cannot guarantee exact launch dates for this program, and it may run for more than 15 days.

2023 Campaign Results >
In 2023, 15-day display retargeting campaigns averaged:

235
clicks

190,000
impressions

12x
ad frequency rate

Retargeting programs have different outcomes based on the overall web activity of APTA Private Practice Members, competitive bidding, and advertiser creative. Results are not guaranteed.

Buyer's Guide

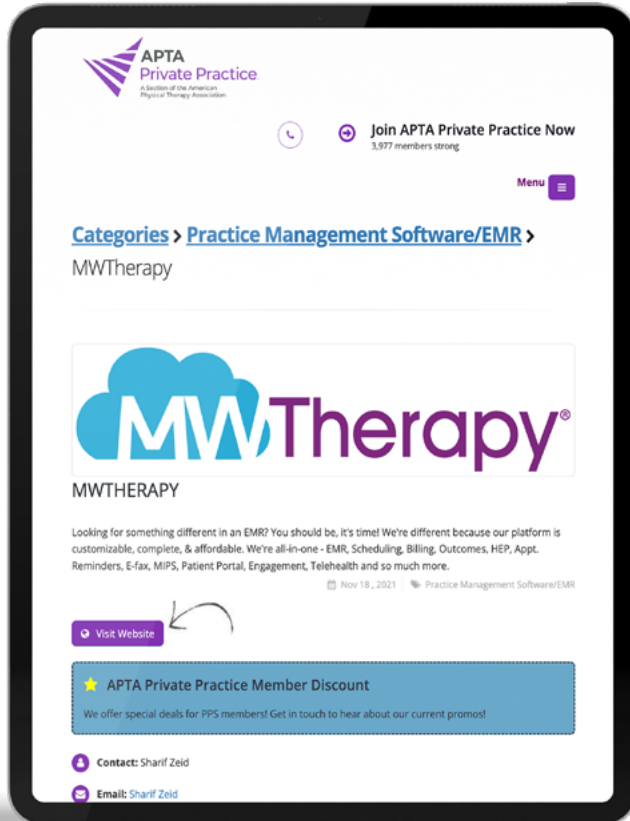
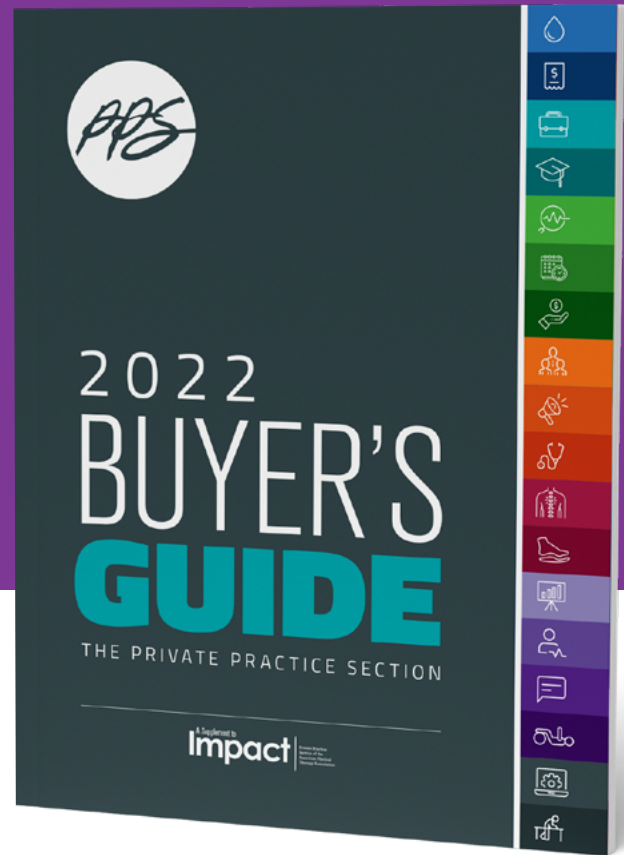
Promote your products and services **24/7/365** to Private Practice decision makers across the United States through the APTA Private Practice Buyer's Guide. Boasting more than **100,000 views** per year, the guide gives your company **12 months of exposure** to the APTA Private Practice community through online and print channels:

Print

- Print edition of the APTA Private Practice Buyer's Guide mails more than 4,200 clinic owners in February 2024
- Mailed monthly to new APTA Private Practice members when they join
- PDF of print edition posted on www.ppsbuyers.guide

Print Edition Reservation Deadline December 15, 2023

Ad must be running on this date to be included in print edition.



Basic Listing • \$500

Logo, ad title, company name, external video link, 50-word ad description, company contact, website/social links, and ability to offer a APTA Private Practice member discount.

Enhanced Listing • \$875

Includes all benefits of a basic listing PLUS:

Extended ad description (up to 200 words), embedded promotional video (up to 3 minutes long), and downloadable product brochure.

Online (www.ppsbuyers.guide)

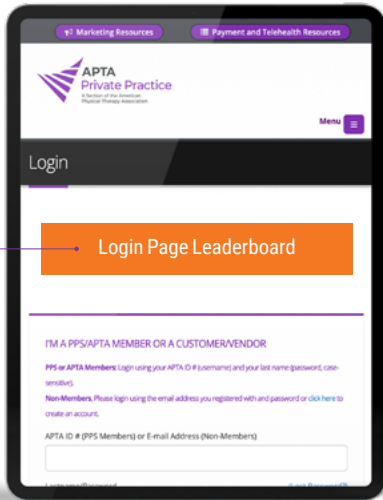
- 12 months of exposure
- Leverage online video and brochures
- Offer a special discount for APTA Private Practice Members
- Leverage the online portal to track video analytics (enhanced listing only) or update your video, brochure, company description at any time throughout the year

APTA Private Practice Homepage Website Advertising

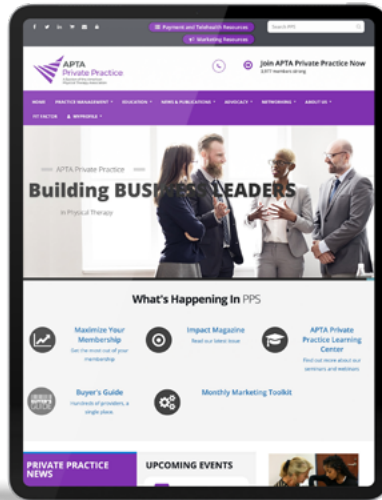
The APTA Private Practice Website (www.ppsapta.org) is the information hub for everything private practice. Advertising on the website reaches **private practice decision makers** when they are looking for solutions to business challenges and ready to make changes.

The APTA Private Practice website boasts:

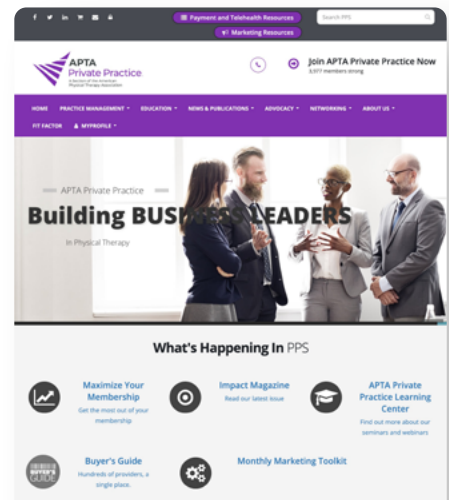
- 3,000 monthly visitors
- 15,300 unique views per month
- 6,135 average impressions per ad



Login Page

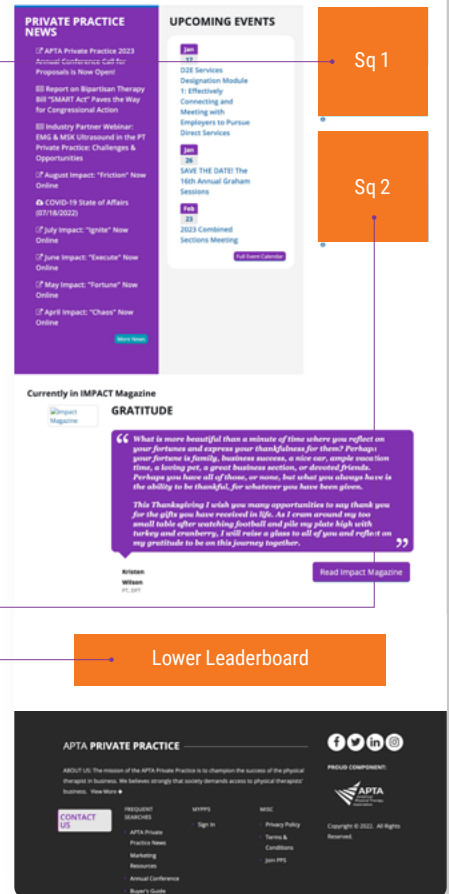


Homepage



PRICING	MONTHLY RATE	6 MONTH PACKAGE	12 MONTH PACKAGE	SIZE (PX)
Login Page Leaderboard Located at the top of the login page for APTA Private Practice Members	\$650	\$3,120	\$4,680	728 x 90
Square 1 1st Square Ad on Homepage	\$650	\$3,120	\$4,680	250 x 250
Square 2 2nd Square Ad on Homepage	\$600	\$2,880	\$4,320	250 x 250
Lower Leaderboard Located at the bottom of the Homepage	\$510	\$2,340	\$3,600	728 x 90

All website advertising is shared (non-exclusive) and rotates based on page views. APTA Private Practice works to limit the number of ads to four (4) per ad unit.



2024 Application



Primary Contact Information *(Handles all Marketing Logistics)*

Contact Name _____
 Contact Title _____ Contact Email _____
 Contact Office Phone _____ Contact Mobile _____

Information for Promotions *(Used for all APTA Private Practice Promotions)*

Company Name _____
 Address _____
 City _____ State _____ Zip _____
 Main Phone _____ Website _____

I am an authorized representative of the company named above with the full power and authority to sign and deliver this application. The company listed on this application agrees to comply with the payment policies and requirements, rules, terms, conditions and regulations associated with APTA Private Practice advertising.

Authorized Name _____ Title _____
 Authorized Signature _____ Date _____

Impact Advertising	1-3x RATE	4-6x RATE	7-10x RATE	11x RATE
<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> \$2,050	<input type="checkbox"/> \$1,650	<input type="checkbox"/> \$1,565	<input type="checkbox"/> \$1,435
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> \$1,945	<input type="checkbox"/> \$1,565	<input type="checkbox"/> \$1,490	<input type="checkbox"/> \$1,370
<input type="checkbox"/> Back Cover	<input type="checkbox"/> \$2,140	<input type="checkbox"/> \$1,725	<input type="checkbox"/> \$1,635	<input type="checkbox"/> \$1,510
<input type="checkbox"/> Table of Contents	<input type="checkbox"/> \$1,945	<input type="checkbox"/> \$1,565	<input type="checkbox"/> \$1,490	<input type="checkbox"/> \$1,370
<input type="checkbox"/> President's Message	<input type="checkbox"/> \$1,845	<input type="checkbox"/> \$1,490	<input type="checkbox"/> \$1,415	<input type="checkbox"/> \$1,315
<input type="checkbox"/> Editor's Column	<input type="checkbox"/> \$1,820	<input type="checkbox"/> \$1,465	<input type="checkbox"/> \$1,390	<input type="checkbox"/> \$1,290
<input type="checkbox"/> 2-Page Spread	<input type="checkbox"/> \$3,839	<input type="checkbox"/> \$3,058	<input type="checkbox"/> \$2,893	<input type="checkbox"/> \$2,673
<input type="checkbox"/> Full Page	<input type="checkbox"/> \$1,745	<input type="checkbox"/> \$1,390	<input type="checkbox"/> \$1,315	<input type="checkbox"/> \$1,215
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> \$975	<input type="checkbox"/> \$775	<input type="checkbox"/> \$735	<input type="checkbox"/> \$680
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> \$615	<input type="checkbox"/> \$500	<input type="checkbox"/> \$475	<input type="checkbox"/> \$440

Impact Issues:
 Jan Feb* Mar
 Apr* May Jun*
 Jul* Aug Sep*
 Oct Nov*

Impact 11x Value-Add:
 Choose one:
 Leaderboard (upper) All Website Ad Units (3) · \$6,000
 Leaderboard (lower) Email Blast Advertising · \$5,500
 Web Button (right column)

Digital Enhancement \$100 per issue # of Issues _____
 Indicate Month(s) _____
IMPACT TOTAL \$ _____

Website Advertising	MONTHLY RATE	6 MONTH PACKAGE	12 MONTH PACKAGE	SIZE (PX)
<input type="checkbox"/> Login Page Leaderboard	<input type="checkbox"/> \$650	<input type="checkbox"/> \$3,120	<input type="checkbox"/> \$4,680	728x90
<input type="checkbox"/> Square 1	<input type="checkbox"/> \$650	<input type="checkbox"/> \$3,120	<input type="checkbox"/> \$4,680	250x250
<input type="checkbox"/> Square 2	<input type="checkbox"/> \$600	<input type="checkbox"/> \$2,880	<input type="checkbox"/> \$4,320	250x250
<input type="checkbox"/> Lower Leaderboard	<input type="checkbox"/> \$510	<input type="checkbox"/> \$2,340	<input type="checkbox"/> \$3,600	728x90

WEBSITE ADVERTISING TOTAL MONTHS _____ \$ _____

Retargeting (15-Days) \$2,000 # OF 15-DAY CAMPAIGNS _____
 Peer2Peer NetWorks \$6,000

Industry Partner Program **Benefit A** **Benefit B**
 Visionary \$15,000 Impact Advertorial CE Webinar
 Champion \$10,000 15-day Retargeting Campaign CE Article
 Impact mid-month update article Graham Session Sponsor
 Peer2Peer Networks Sponsor

Payment Information

APTA Private Practice Tax ID: 52-1214965

Invoice me for payment by **check**
 Invoice me for payment by **secured payment link**
 Invoice me for payment by **wire transfer**
 APTA Private Practice charges a flat fee of \$25.00 USD for all payments being made by wire transfer to cover fees.
 Please charge my credit card below:
 Visa Mastercard American Express

Name on Card _____
 Credit Card Number _____
 Exp Date _____ Security Code _____
 Billing Address _____
 City _____ State _____ Zip _____

TOTAL \$ _____ BILL IN FULL BILL MONTHLY WHEN AVAILABLE
 SIGNATURE _____

Payment Policies and Requirements:

- Payment is due in full on the 1st of the month that the advertisement runs/launches.
- The undersigned agrees to pay 100% of all fees per the terms of this application made payable to APTA Private Practice.
- Any company requesting to pay later than net 30 days after the receipt of invoice, agrees to pay a deposit in the amount of 10% the total fee.
- All cancellations must be submitted to APTA Private Practice in writing. 10% of total fee will be retained as a cancellation fee.
- Advertisers are responsible for ensuring the accuracy of all advertising content. APTA Private Practice is not responsible for grammatical, spelling, or other errors appearing in the content of published advertising.
- Advertisers assume liability for all content of published advertising, and assume responsibility for all claims against APTA Private Practice resulting from their advertising.

BUYER'S GUIDE:
 Can be purchased at www.ppsbuyers.guide