



**Cardiopulmonary Physical Therapy Section**  
**JOURNAL AND WEBSITE ADVERTISING ORDER**

If you wish to place an ad on the Cardiopulmonary Physical Therapy Journal Website or Section Website, please complete this order form and email your ad copy to Anne Swisher at [aswisher@hsc.wvu.edu](mailto:aswisher@hsc.wvu.edu). Advertisers will be billed. Checks should be made payable to the Cardiovascular and Pulmonary Section, APTA.

Advertiser \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Advertising Agency \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_

Contact Person: \_\_\_\_\_  
 Phone: (    ) \_\_\_\_\_  
 Email: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_  
 Phone: (    ) \_\_\_\_\_  
 Fax: (    ) \_\_\_\_\_

• **JOURNAL ADVERTISING**

**CHECK THE APPROPRIATE SIZE, RATE, AND ISSUE(S).**

Ad Size	Width	Height	Rates (Per Issue)	
			1X	4X
___ Full Page	7"	10"	___ \$500	___ \$400
___ Half Page (H)	7"	5"	___ \$300	___ \$250
___ Half Page (V)	3.5"	10"	___ \$300	___ \$250
___ Quarter Page	3.5"	5"	___ \$200	___ \$150
<b>Premium Pages</b>				
___ Inside Front Cover	7"	10"	___ \$800	___ \$650
___ Inside Back Cover	7"	10"	___ \$800	___ \$650
___ Outside Back Cover	7"	5"	___ \$800	___ \$650
___ Opposite Inside Front Cover	7"	10"	___ \$750	___ \$600
___ Opposite Table of Contents	7"	10"	___ \$700	___ \$550

**Quoted prices are for black and white.**

**Additional charge of \$325 for 4-color ½ or full page ad. Call for other rates.**

**All artwork must be camera ready. No camera ready copy via fax. Email your ad material to [aswisher@hsc.wvu.edu](mailto:aswisher@hsc.wvu.edu) and [sklinski@orthopt.com](mailto:sklinski@orthopt.com) and fax the insertion order to 304-293-7105.**

**TYPE SETTING** \_\_\_ Full Page \$100

\_\_\_ Half or Quarter Page \$50  
 Linescreen 133/156

● **JOURNAL WEBSITE ADVERTISING ([www.cpptjournal.org](http://www.cpptjournal.org))**

Website averages 2700-3500 visits/month

**Journal Website Tower\***

180 pixels wide and 150 pixels high; 10 MB size limit

Rotating position to the left of site screens

\$100 per month; \$75/month per quarter (journal website homepage)

Number of months \_\_\_\_\_ X \$100.00 = \_\_\_\_\_

Charge to accommodate ad to website \_\_\_\_\_

\_\_\_\_\_ Total Cost

*\*An additional fee of \$55/hour will be charged for reformatting website tower ads that don't meet the above specifications.*

● **SECTION WEBSITE ADVERTISING ([www.cardiopt.org](http://www.cardiopt.org))**

Website averages 2800-3500 visits/month

**Section Website Tower\***

180 pixels wide and 150 pixels high; 10 MB size limit

Rotating position to the left of site screens

\_\_\_\_\_ \$100 per month; \$75/month per quarter (section homepage or member log-in page)

\_\_\_\_\_ \$75 per month; any page on section website other than homepage or member log-in page

\_\_\_\_\_ \$40 per month; Job/Education Posting (appears on section homepage)

Number of months \_\_\_\_\_ X \$100.00 = \_\_\_\_\_

Number of months \_\_\_\_\_ X \$75.00 = \_\_\_\_\_

Number of months \_\_\_\_\_ X \$40.00 = \_\_\_\_\_

Charge to accommodate ad to website \_\_\_\_\_

\_\_\_\_\_ Total Cost

*\*An additional fee of \$55/hour will be charged for reformatting website tower ads that don't meet the above specifications.*

• **COMBINATION ADVERTISING**

**Journal and Journal Website – Combination Ad Rate**

Website \$75/month if combined with ½ page or greater print ad in Journal

*Web ad size and formatting see website advertising above*

Number of months \_\_\_\_\_ X \$75.00 = \_\_\_\_\_

Charge to accommodate ad to website \_\_\_\_\_

Journal Ad total from Page 1 \_\_\_\_\_

\_\_\_\_\_ Total Cost

**Journal, Journal Website and Section Website – Combination Ad Rate**

Journal Website and Section Website \$125/month if combined with ½ page or greater print ad in Journal

*Web ad size and formatting see website advertising above*

Number of months \_\_\_\_\_ X \$125.00 = \_\_\_\_\_

Charge to accommodate ad to website \_\_\_\_\_

Journal Ad total from Page 1 \_\_\_\_\_

\_\_\_\_\_ Total Cost

**Signature of Advertiser** \_\_\_\_\_ **Date** \_\_\_\_\_