

# RATES AND DATES 2009 recruitment advertising

**advance**  
for Physical Therapy & Rehab Medicine®

www.advanceweb.com

## BIWEEKLY DEADLINES

### PHYSICAL THERAPY & REHAB MEDICINE

Deadline is Wednesday at 5pm ET  
(prior to issue date)

## RECRUITMENT ADVERTISING RATES

### Size Options

**\$279 per column inch at 14 lines per inch**

1" -----	\$279
1 1/2" -----	\$418.50
2" -----	\$558
3" -----	\$837
4" -----	\$1,116
5" -----	\$1,395
6" -----	\$1,674
7" -----	\$1,953
8" -----	\$2,232
2 x 3" -----	\$1,674
2 x 4 1/2" -----	\$2,511
2 x 6" -----	\$3,348

## WE OFFER SIZES TO FIT ANY BUDGET!

### ASK US ABOUT OUR FREQUENCY DISCOUNT PLANS!

1-COLUMN WIDTH -----	2 3/16"
2-COLUMN WIDTH -----	4 1/2"
3-COLUMN WIDTH -----	7"

### FOR MORE DETAILS, CONTACT YOUR REPRESENTATIVE AT:

**800-355-5627**  
**610-278-1400**  
**FAX: 610-278-1420**

**ADVANCE for Physical Therapy & Rehab Medicine**  
2900 Horizon Drive  
King of Prussia, PA 19406  
www.advanceweb.com

**ADVANCE offers publications, Web sites, job fairs, custom promotions, hospital shows and a healthcare shop to help you recruit among 1.8 million healthcare professionals in:**

- Nursing (RNs and LPNs)
- Imaging & Radiation Oncology
- Physical Therapy & Rehab Medicine
- Occupational Therapy
- Audiology
- Speech-Language Pathology
- Respiratory Care and Sleep
- Laboratory
- Health Information
- Information Systems
- Long-Term Care
- Nurse Practitioners
- Physician Assistants
- Aesthetics & Age Management

Biweekly, *ADVANCE for Physical Therapy & Rehab Medicine* circulates to active and registered PTs and PTAs, rehab directors, PT directors, PT chiefs, and senior students.

**FREE**  
4-color for  
all ads 5"  
or larger

**EARN**  
CREDITS FOR FREE  
JOB POSTINGS!  
Plus, create and edit  
your own job  
postings!

### Materials

Custom artwork by our award-winning art department is available to healthcare facilities free of charge. Complimentary creative services are provided for advertisements appearing in *ADVANCE Newsmagazines* only. Clients requesting reuse of this material for other purposes will incur a nominal production fee.\* Matchprints are not provided. Exact color match cannot be guaranteed.

Ad agencies must supply electronic materials in PDF format to [adplacer@advanceweb.com](mailto:adplacer@advanceweb.com). Production fees could be charged to advertising agencies. All ads must be bordered on all sides. Ads must be a minimum of 1 1/2" in height for a logo to be included in the ad.

Additional details for electronic ad submission can be found on our Web site under material requirements—[www.advanceweb.com](http://www.advanceweb.com).

### Color

Each Color -----	\$120 extra
Matched Color -----	\$220 extra
4-Color -----	\$350 extra

### Cancellations

Cancellations can only be accepted if made no later than 48 hours after placing the ad; however, cancellations cannot be accepted on deadline day.

Minor alterations can be made free of charge except on deadline day.

### Terms:

Net cash 30 days, 2% 15. A 15% commission of gross billings is allowed to recognized agencies providing written documentation and supplying press-ready materials. Other restrictions may apply. No commissions given to agencies for ads sent camera-ready or Pub Set. Credit for errors given when error is fault of *ADVANCE* and results in applicant not being able to contact advertiser. No credit given to advertising agencies placing with *ADVANCE Newsmagazines* for the first time.



\*Ad agencies not eligible. All rates are subject to change. Publisher reserves the right to select the print section/location and rate card based on ad content.  
PT\_2009Rates\_REC • 9.25.09

**TO:**

**FROM:**

**FAX:**

**advance**  
www.advanceweb.com

PHONE: 610-278-1400, (800) 355-5627

RECRUITMENT FAX: 610-278-1420 CALENDAR FAX: 610-278-1422

2900 Horizon Drive, King of Prussia, PA 19406