



Combined Sections Meeting 2012

Advertising opportunities available from the Section on Women's Health

Display Advertising

Full page [7.5" x 9.5"]
black & white \$700

Half page [7.5" x 5.0"]
black & white \$500

Quarter page [3.5" x 5.0"]
black & white \$300

Web Advertising

Large Banner Ad
(120w x 240h pixels)
\$225

120 w
x 240 h
pixels

Medium Banner Ad
(125 x 125 pixels)
\$200

125 w x 125 h
pixels

Banner ad with link displayed on the CSM page of the SOWH website from the time payment is received to July 1, 2012.

Customized Sponsorships Available

- Sponsorship of lecture (speaker honorarium and travel, AV costs)
- Sponsorship of food & beverage served during SOWH lectures, meetings and events
- Equipment donations

Gold Level Sponsorship \$1500

- Sponsorship good for 1 pre-con and 1 additional lecture, or 3 lectures.
- Full page ad in CSM programming book.
- Full page ad in online handouts for precon/lecture being sponsored. Online handouts are available to all attendees (6000+) and will be able to be downloaded for 6 months.
- Large banner ad (120w x 240h pixels) with link displayed on the CSM page of the Section on Women's Health website from the time payment is received to July 1, 2012.
- Recognition (Verbal) at the sponsored courses.

Silver Level Sponsorship \$1000

- Sponsorship good for 1 precon or 2 lectures.
- Full page ad in CSM programming book.
- Full page ad in online handouts for precon/lecture being sponsored. Online handouts are available to all attendees (6000+) and will be able to be downloaded for 6 months.
- Large banner ad with link on the CSM page of our website from the time payment is received until July 1, 2012.

Bronze Level Sponsorship \$500

- Sponsorship good for 1 lecture.
- 1/2 page ad in CSM programming book.
- 1/2 page ad in online handouts for precon/lecture being sponsored. Online handouts are available to all attendees (6000+) and will be able to be downloaded for 6 months.
- Medium banner ad with link on the CSM page of our website from the time payment is received until July 1, 2012.



For more information or to advertise contact:

Sarah Haag, 2258 N Fremont St., Chicago, IL 60614-3614

PHONE: 815-274-2073

financialdev@womenshealthapta.org



Name: _____ Date: _____
 Company Name: _____

 Address: _____

 Phone: _____
 Fax: _____
 E-Mail: _____
 Website: _____
 Signature _____
Return signed request form to Kathie St. Clair:
 PO Box 327, Alexandria, VA 22313
 PHONE: 800-999-APTA
 E-MAIL: kathiest.clair@apta.org **OR**
 FAX: 703-706-8575

- 1) **Fill out request form**
- 2) Check level of sponsorship **OR** ad option
- 3) **SAVE COMPLETED FORM TO YOUR DESKTOP.**
(you will need Acrobat Reader version 7 or higher to save completed form)
- 4) Print out form and fax or email **SAVED FORM** (as attached file) to
Kathie St. Clair at 703-706-8575 kathiest.clair@apta.org
- 5) Submission deadline is December 15, 2011

Gold Level Sponsorship \$1500	Silver Level Sponsorship \$1000	Bronze Level Sponsorship \$500
Full Page Ad \$700	1/4 Page Ad \$300	Large Banner Ad \$225
1/2 Page Ad \$500	Large Banner Ad \$225	Medium Banner Ad \$200

PRE-CONFERENCE COURSES (Gold or Silver Sponsorship Level Only)

2 DAY COURSE Tuesday-Wednesday, February 7-8, 2012 Day 1 Tuesday – Registration: 7:30 am – Course 8:00 am - 5:00 pm • Day 2 Wednesday 8:30 am – 5:00 pm

LINKED: BREATHING AND POSTURAL CONTROL
APPLYING CARDIOVASCULAR/PULMONARY STRATEGIES TO WOMEN'S HEALTH ISSUES
Speaker: Dr. Mary Massery PT, DPT, DSc

2 DAY COURSE Tuesday-Wednesday, February 7-8, 2012 Day 1 Tuesday – Registration: 7:30 am – Course 8:00 am - 5:00 pm • Day 2 Wednesday 8:30 am – 5:00 pm

BONE CAMP: ADVANCED MOVEMENT CONCEPTS FOR SKELETAL HEALTH
Speaker: Sara Meeks BSPT Cum Laude, MSPT

GENERAL PROGRAMMING & EVENTS

Thursday, February 9, 2011

8:00 am -10:00 pm <<<
Colorectal Physical Therapy
Speaker: Marc A. Singer, MD

8:00 am - 10:00 am <<<
Isolation Versus Integration: Dynamic Pelvic Floor for Core Programs, Part 1
Speaker: Julie W. Wiebe, PT, MPT

10:30 am – 12:30 pm <<<
What Does a Women's Health Therapist REALLY Do?
Speaker: TBA

10:30 am – 12:30 pm <<<
Isolation Versus Integration: Dynamic Pelvic Floor for Core Programs, Part 2
Speaker: Julie W. Wiebe, PT, MPT

3:30 pm – 5:30 pm <<<
Pelvic Pain Considerations for the Male and Female Athlete
Speakers: Karen H. Liberi, PT, MPT, MS, WCS, Victor Liberi, MS, CSCS, ATC

3:30 pm – 5:30 pm <<<
Physical Therapy for the Transgender Woman With Pelvic Pain After Vaginoplasty
Speaker: Pamela Morrison, PT, DPT, MS, BCA-PMD

Friday, February 10, 2011

8:00 am – 10:00 am <<<
Women's Health Professional Program Content Guideline Update
Speakers: Patricia R. Nelson, PT, ScD, OCS, FAAOMPT
 Carol Figuers, PT, EdD, Mary Dockter, PT, PhD
 Ann Dunbar, PT, DPT, MS
 Jill S. Boissonnault, PT, PhD, WCS
 Kathleen Anderson, PhD, MBA, PT, OCS, FAAOMPT
 Andrea Branas, MSE MPT, CLT
 Kathleen A. Alcon, PT, MS, CLTFAAOMPT

8:00 am – 10:00 am <<<
Advanced Analysis of Bladder Diaries
Speaker: Beth Shelly, PT, DPT, WCS, BCB, PMD

10:30 am – 12:30 am <<<
The Prenatal Patient
Speaker: Deborah B. Riczo, PT, DPT, Med

10:30 am – 12:30 am <<<
Treating Chronic Pelvic Pain From a Functional Medicine Perspective
Speaker: Nikol Margiotta, DN, ABAHP, FAFARM

3:30 pm – 5:30 pm <<<
Everything You Need to Know About Women's Health Residency
Speakers: Natalie Sebba, PT, DPT
 Marcy Crouch, PT, DPT, CLT

3:30 pm – 5:30 pm <<<
The Neuromatrix: A New and Emerging Pain Science Paradigm
Speaker: Robert Johnson, PT, MS, OCS

Saturday, February 11, 2010

8:00 am – 10:00 am <<<
Medical Considerations of the Pelvic Floor, Part 1: Diagnosis and Treatment Options
Speaker: Heather L. Moky, PT, DPT

10:30 am – 12:30 am <<<
Medical Considerations of the Pelvic Floor, Part 2: Panel Discussion
Speaker: Heather L. Moky, PT, DPT

3:30 pm – 5:30 pm <<<
Vulvar Disease: What Not to Miss
Speaker: Bethanee Schlosser, MD PhD

3:30 pm – 5:30 pm <<<
Advanced Pregnancy Considerations: A Panel Discussion
Speaker: Heather L. Moky, PT, DPT

3:30 pm – 5:30 pm (See Program for Room) <<<
Preparing for the Women's Health Specialization Exam (WCS): Tools for Support and Success
Speakers: Elizabeth Hampton, PT, WCS, BCB-PMD
 Stacy L. Tylka, PT, WCS
 Wendy Baltzer-Fox, PT, DPT, GCS, WCS
 Eliza Andrews, PT, WCS
 Tina Mansour, PT MPT DPT WCS CLT

PAYMENT INFORMATION

Invoice will be sent following receipt of form. Payment is due prior to placement of ad.
Please make checks payable to: Section on Women's Health



SOWH 2012 ADVERTISING Terms & Conditions

• *Journal of Women's Health Physical Therapy* • *E-Highlights in Women's Health* Newsletter
• Women's Health Resource Directory • SOWH CSM Program Book • Web Banners • Classified Ads

- Advertising payment due prior to publication.
- No advertisement may be canceled after the closing deadline. When an advertiser must cancel after the advertising closing date, the advertiser will be charged the full rate of ad.
- If the Section on Women's Health does not receive advertising materials by deadline, or if materials do not meet the Section on Women's Health specifications, insertion cannot be guaranteed. The advertiser shall be liable to the Section on Women's Health and shall pay for such advertisement, regardless of insertion.
- Positioning of advertisement is based on space availability and shall be under the exclusive discretion and control of the Section on Women's Health.
- The Section on Women's Health shall not be responsible for errors made by typesetters. The Section on Women's Health liability for any error will not exceed the charge for the advertisement in question.
- The Section on Women's Health is not responsible for claims made in advertisements, banners, and listings, and the advertiser shall indemnify and hold the Section on Women's Health harmless from liability of any kind arising from such claims.
- The advertising index is prepared by the Section on Women's Health as an extra service, and the Section on Women's Health does not assume liability for errors in the index.
- All advertisements are subject to approval by the Section on Women's Health. Advertising simulating editorial content must be clearly labeled "advertisement."
- Continuing education courses with curriculum similar to the SOWH regional courses may be listed in advertisements with course titles only. Course speakers, dates & locations cannot be listed.
- Ad materials are stored by the Section on Women's Health for one year from the original issue date for future insertions, then may be destroyed.
- Information is published in the format in which it is provided. If materials provided do not meet the Section on Women's Health specifications, the Section on Women's Health is not responsible for quality of reproduction.
- The Section on Women's Health reserves the right to notify advertiser if the advertiser's agency has not paid in full within 90 days of invoice date; and to hold the advertiser responsible for payment in full if advertiser's agency declares bankruptcy, or otherwise does not pay within 120 days of invoice date.
- All advertisers and their agencies agree to hold the Section on Women's Health harmless against any damages, costs, or expenses incurred by reason of advertising that may later be found to violate copyright requirements; may contain inaccurate, misleading, or defamatory material; or may constitute an invasion of privacy.
- Materials will not be returned once they are submitted.
- Advertising rates are subject to change.

APTA is opposed, as a matter of health care policy, to arrangements under which sources of referral (including physicians) stand to profit from referring patients for physical therapy. The policy, adopted by the House of Delegates, states: "The American Physical Therapy Association opposes... participation in services that is in any way linked to the financial gain of the referral source." Financial Considerations in Practice (HOD 06-99-13-17).

Because of this policy, the Section on Women's Health does not accept job listing for positions in a practice if any physician has a financial interest in the practice and refers patients to an employed physical therapist or to a physical therapist who supervises an employed physical therapist assistant.