

2020 Advertising Information

All advertising must conform to the ethical standards and policies of the American Physical Therapy Association (APTA) and the Michigan Physical Therapy Association.

MPTA offers a variety of advertising options for you to reach our members (PTs, PTAs, and Students) in Michigan!

Membership as of 11/30/2019:

PT Members: 2,213

PTA Members: 377

Student Members: 656

Total Members: 3,246

NEW! E-mail Blast Advertising (Individual Continuing Education Courses only)

All member email blasts are sent the 2nd and 4th Wednesday of each month. We will include information about your course as an ad within the email. We ask that you limit text to the basic course information. We are happy to link the course info to a PDF with more information. All e-blasts are sent to you for edits. Once it is approved with no changes, the blast will be sent to all members. *** Ad requests must be received NLT the Friday before the Wednesday email.

EBLAST TO MEMBERSHIP	
Eblast for courses approved by MPTA	\$150
Eblast for all other courses	\$200

Shorelines Newsletter – Printed and mailed quarterly

ISSUE	SUBMISSION DEADLINE	PUBLICATION DATE
Spring	January 21	Early March * A postcard promoting this issue is sent to all licensees
Summer	April 20	Early June
Fall	July 20	Early September
Winter	October 19	Early December

More information is found on our website under advertisers.

MPTA Classifieds

Post an ad for courses, job openings, and equipment. The cost will be \$50 to post an ad for 1 month (member pricing) with discounts for additional months. Go to <https://mpta.com/classifieds/> for more information.

Mailing List/Labels

MEMBERSHIP MAILING ADDRESS RENTAL

List Type	One Time Use Rate
Electronic file sent to your email	\$200

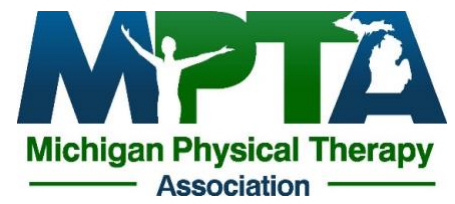
Rent our membership mailing list for a one-time use. We will send you an electronic file. You can submit your request online at mpta.com – look for the advertising link at the top of the page.

Exhibits and Sponsorships:

We offer several opportunities to sponsor, exhibit, and advertise at our Spring and Fall Conferences. If you are interested in this type of opportunity, please contact us or check out the details on our website under Advertisers or events.

Our Spring Conference is March 20-21 in Ypsilanti, MI at the Eagle Crest Resort.

The Fall Conference is October 9-10 at the Motor City Casino in Detroit



Disclaimer- Physician Owned Practices

Because of this APTA's policy against arrangements under which sources of referral (including physicians) stand to profit from referring patients for physical therapy (Financial Considerations in Practice, HOD 06-99-13-17), the Michigan Physical Therapy Association does not accept job listings for positions and education courses 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. Any questions involving this requirement may be directed to mpta@mpta.com.

By advertising on our website, you certify that no referral source (including any referring physician) has a financial interest in the practice with the advertised opening.