

2022 Advertising Information

Visit <https://aptami.org/about-michigan-physical-therapy/partner/> for advertising submissions and information. APTA Michigan offers a variety of advertising options for you to reach our members (PTs, PTAs, and Students) in Michigan!

Membership as of 11/30/2021:

PT Members: 2009

PTA Members: 287

Student Members: 657

Total Members: 2953

Become a Partner to enjoy many of the options below which are offered separately as well as additional benefits. We have three partner levels:

Premium - \$4000

Gold - \$2500

Silver - \$1000

For more information email contact@aptami.org

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. *** Ad requests must be received NLT the Friday before the Wednesday email.

EBLAST TO MEMBERSHIP	
Eblast for courses approved by APTA Michigan	\$150*
Eblast for all other courses	\$200*

**\$50 Discount for 2nd and 3rd run of the same ad*

Shorelines Newsletter – Primary Distribution Digital via email - Also posted on our website

ISSUE	SUBMISSION DEADLINE	PUBLICATION DATE
Spring	February 1	Early March
Summer	May 3	Early June
Fall	August 3	Early September
Winter	November 1	Early December

Quarter-page	\$200
Half-page Vertical or Horizontal	\$300
Full-page	\$400

APTA Michigan 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://aptami.org/classifieds/> for more information. Classified postings are highlighted in our all member eblasts.

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 <https://aptami.org/about-michigan-physical-therapy/partner/>

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.

- Spring Conference will be held at the Radisson Kalamazoo April 1-2
- Fall Conference will be held at Boyne Mountain October 21-22

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.