



APTA KANSAS Marketing Programs

The Kansas Physical Therapy Association offers a diverse selection of marketing opportunities, all of which are designed to provide services, products, and education information to our members. We offer opportunities in web and newsletter advertising, and conference and exhibit sponsorships, just to name a few.

APTA KANSAS Advertising Policy

All advertisements are accepted on the basis of conformance with the ethical standards and policy statements of the American Physical Therapy Association and the Kansas Physical Therapy Association. The right to reject an advertisement is retained by the editor and/or executive director. Acceptance of advertisements does not imply endorsement by the Kansas Physical Therapy Association (APTA KANSAS). Advertisements considered inappropriate for publication by the APTA KANSAS or promotion at APTA KANSAS events include but are not limited:

Ads that promote facilities and/or seek physical therapists or physical therapist assistants to work in facilities where the referral for physical therapy services may result in direct income to the referring source.

This policy applies to publications by and activities of the Kansas Physical Therapy Association, including but not limited to: websites, electronic newsletters, exhibits, event advertisements, sponsorships.

APTA KANSAS Trigger Points Ad Rates and Information The Association's newsletter is sent to all Chapter members and any non-members that choose to subscribe. The winter issue is sent to all PT and PTAs licensed in the state of Kansas. The rates are as follows:

Electronic

1/4 page (3.5 x 4.5):	\$125
1/2 page (3.5 x 7.5):	\$250
Full Page (7.5 x 9.5):	\$500

APTA KANSAS Restorative Aide Training Manual (RAM)

This is specifically designed as a classroom resource for training of restorative aides in nursing home settings. The manual includes:

- Learning Objectives
- Anatomy/Kinesiology Review
- Effects of Aging, Inactivity, and Disability
- Transfer Training
- Ambulation Techniques and Assistive Devices
- Resident Interaction
- Introduction to Exercise and Common Exercises
- Common Medical Conditions Noted in the Elderly
- Definitions and Abbreviations
- And much more!

Price is \$60

Discount for bulk orders 10% over 21+ manuals

Shipping: \$8 for one manual, \$15 for 2-10 manuals and \$30 for 11-20 manuals.

APTA KANSAS Classified Ads

The APTA KANSAS website will accept advertising for employment opportunities and educational activities. Miscellaneous listings for such items as used equipment or practices for lease/sale, fellowships/scholarships available, networking or volunteer opportunities available, etc. will be accepted. Product advertisements are not accepted.

The Website Classified Advertising Rates are \$100.00 or \$75.00 for members per 31 day period on the APTA KANSAS.com website. A discount of 10.00% for purchasing 3 or more 31 day periods on the APTA KANSAS.com website.

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