



Dear CSM 2012 Exhibitor:

We're delighted that you've chosen CSM 2012 to showcase your company's products and services. And we think you'll be delighted to know that our daily conference newspaper, *CSM Daily News*, is returning — in print at the meeting in Chicago, online, and on mobile devices.

CSM Daily News publishes five issues: a preview “e-dition” to be e-mailed to APTA members and key prospective attendees in January; three onsite issues in Chicago that will be printed and distributed at CSM 2012 with digital e-ditions e-mailed each morning; and a highlights e-dition emailed to APTA members after the meeting.

Reach more than 75,000 APTA members before and after the meeting.

The *CSM Daily News* preview e-dition will be one of the final official APTA publications members receive before CSM. This flash-animated interactive issue will be e-mailed to the entire APTA membership, and posted on the APTA Web site. The preview issue will feature updated news and information about the conference and exposition, registration information, and the latest updates to educational programming. After the meeting, reach that same audience with our highlights e-dition, with complete news and photo coverage from CSM 2012 in Chicago. Your company's ad can include Web sites and e-mail addresses that allow readers to click through for more information. You can also purchase “ad-jolt” animation or lead retrieval at additional cost.

Onsite issues in Chicago — delivered in print, e-dition, and mobile formats

Every day the CSM 2012 exhibit hall is open — Thursday, Friday, and Saturday, February 9-10-11 — a new issue of *CSM Daily News* will be printed and actively distributed throughout the McCormick Place Convention Center. Each onsite issue will feature exciting news from the meeting, including coverage of key sessions presented by the 18 special interest sections, photos, features, and more. Digital e-ditions of each *CSM Daily News* issue will also be e-mailed each morning to all APTA members. Each of these issues is written, photographed, and produced right at the conference in Chicago. Attendees will see your ad in print, online, and in full display on their mobile devices.

Whether it's an invitation to visit your booth, recruitment for new staff, or promotion of a new product, advertising in *CSM Daily News* is an excellent tool for driving traffic to your exhibit and to your Web site. Plus, you'll receive a 300-word press release in every issue in which you advertise!

Contact **Tim Mercer** at CustomNEWS to reserve your ad space today. He can be reached at **800-627-8723** or **showdailies@verizon.net**. All ad materials and payments should be sent directly to CustomNEWS, 4341 Montgomery Ave, Bethesda, MD 20814.

Thanks for your continued support of APTA, and we look forward to seeing you in Chicago.

Lois Douthitt
Director of Publications

PREVIEW & HIGHLIGHTS E-DITIONS

E-mailed to 75,000+ APTA members in early January and late February.

THREE ONSITE ISSUES

In print in Chicago and e-mailed to APTA members each morning.

BUY FOR BOTH CSM & PT 2012, SAVE 20%

Exhibiting at both events? Save 20% when you buy an ad in all six onsite issues.

**Call 800-627-8723 or e-mail
showdailies@verizon.net to learn more!**



AMERICAN PHYSICAL THERAPY ASSOCIATION'S
COMBINED SECTIONS MEETING

CSM DAILY NEWS

2012

- **Preview e-dition e-mailed in January**
- **Three Onsite Issues printed onsite and emailed to APTA members each morning**
- **Highlights e-dition e-mailed in February**

Premium Positions (includes 4/C)

Size	w x d	Preview & Highlights	3X Onsite Issues
Back Cover	9 3/4" x 14"	--	\$7,500
Page 2, 3 or 5	9 3/4" x 14"	1,500	5,900
Page 1 Strip Ad**	9 3/4" x 2"	1,900	4,800

Standard Rates and Dimensions

Size	w x d	Preview/Highlights (4/C)		Onsite Issues (B/W)	
		1X	2X	1X	3X
Full Page	9 3/4" x 14"	\$875	\$1,350	\$1,850	\$3,800
Half Page Island	7" x 9 3/4"	700	1,100	1,550	3,400
Half Page	9 3/4" x 7"	625	975	1,300	3,050
1/4 Page	4 3/4" x 7"	500	800	900	1,900
1/8 Page	4 3/4" x 3 1/2"	--	--	--	1,300
Additional cost — add 4/C to your Onsite Issues ad				\$600	\$1,500

**25% discount for Page 1 Strip Ad with minimum purchase of 3X, 4/C, half-page ad.

1X onsite issue advertisers receive a 15% discount on their Preview & Highlights issues ads.

3X onsite issue advertisers receive a 25% discount on their Preview & Highlights issues ads.

All advertisers receive a 300-word press release in every issue in which they advertise.

Bellybands, inserts, page one peel-off stickers: Quoted Upon Request

Buy CSM and PT, Save 20%!

Contract for six onsite ads in 2012, take 20% off. Contact us at 800-627-8723 to reserve ad space today!

Leads to Your In-box!

Add direct sales lead generation by adding this feature. Add \$400 for one or more issues. [Click here](#) for a sample.

Animate Your Ad!

We can add animation to your e-dition ad! Add \$400 per issue. [Click here](#) for a sample.

Five Issues
January Preview
February 9 • 10 • 11
February Highlights

Deadlines

Preview Issue:
Space: December 22
Materials: December 27
Onsite Issues:
Space: January 25
Materials: January 31

Contact

Tim Mercer,
CustomNEWS, Inc.
800-627-8723
showdailies@verizon.net

Specifications

- **Sizes** – Trim size is 11" x 15". Publication is printed on 50# white offset, non-glossy stock. No bleeds, except for spreads across the gutter. Ads should be designed to the sizes indicated. Differently-sized ads will be reduced/enlarged to fit the ad size as closely as possible. If provided ads include crop marks, publisher will crop the image accordingly and reduce/enlarge to fit the ad size as needed.

- **Files** – High-Resolution Adobe PDF files required. All fonts must be embedded. Files can be e-mailed, sent on a PC-readable CD, or sent via yousendit.com (contact us for transfer procedure). Files must include high-resolution graphics (300 dpi or better) and all fonts (screen and printer). Print color reproduction is assured to generally-accepted industry standards for cold-web 50# white offset stock printing. Contact us for specs for e-dition ad-jolt animation, lead generation and video options.

- **Proof** – A printed proof of the file itself is strongly recommended with submission of disk or e-mail, by standard mail to the address which follows. Without a proof, we are not responsible for the outcome of the ad (color, fonts, text, etc.). Advertiser will be billed at

cost for time required to prepare files to above standards, author's alterations, etc.

- **Suggestions** – For best print reproduction: Maximum combined density of 240% with only one solid. Two secondary colors should not exceed 75% each. Any single color not intended to print solid should not exceed 80%. Add 10% undercolor removal for cyan. Type should be surprinted in areas having tint values of 30%. Four-color type reverses should not be smaller than 10 points, 14 points if using a narrow font. Reverse out of at least 70% tone value in black, magenta, or cyan.

- **Other Information** – All advertising is contingent upon APTA approval. *CSM Daily News* will pay a standard 15 percent commission to recognized agencies. Payment and shipping information is included on the accompanying insertion order form. We reserve the right to refuse advertising and ad copy is subject to review by APTA. Collection efforts will be taken against companies that do not pay for their advertising.

- **Contact** — Send insertion orders, ad files and other correspondence c/o:

Tim Mercer
CustomNEWS, Inc.
4341 Montgomery Avenue • Bethesda, MD 20814
800-627-8723 • FAX: 301-841-0040
showdailies@verizon.net



AMERICAN PHYSICAL THERAPY ASSOCIATION'S
COMBINED SECTIONS MEETING

CSM DAILY NEWS



Advertising Insertion Order

Company _____

Company Name: _____

Contact: _____ Title: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Ad Agency (Please provide this information if appropriate) _____

Agency: _____ Contact: _____

Street: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ E-mail: _____

Ad Specifics _____

Which Issues? _____ Size of Ad: _____ B/W 4/C (add color charges below)

Gross Space Cost: \$ _____ Add color charges for printed issues (if appl.): \$ _____

Extras: Animation \$ _____ Lead-Generation \$ _____

Total Gross Cost: \$ _____ Less Agency commission (if appl.): \$ _____

Net amount: \$ _____ Bill me Credit Card (see below)

Special Instructions (Indicate premium positions, eligible discounts, if appl.):

Signature _____

Date _____

Fax, mail or e-mail this Insertion Order to:



4341 Montgomery Avenue · Bethesda, MD 20814

FAX: (301) 841-0040 · Phone: (800) 627-8723

showdailies@verizon.net

Charge Information

Visa MC Discover American Express

Account#: _____ Expiration Date: _____

Name of Cardholder: _____ Signature _____