

ASHT 2012 ADVERTISING OPPORTUNITIES

Extend Your Reach • Grow Awareness & Exposure • Engage the Community

By advertising with ASHT you will reach more than 3,000 members specializing in hand therapy with your unique message. More than 90% of our members are involved in decision-making, nearly half are private practice owners and more than 80% are certified hand therapists (CHT). Other membership segments include Educators, Healthcare Providers, Occupational Therapists, Physical Therapists, Researchers, Solution Providers and Students.

Contact Sabina Gargiulo, Sponsorship Sales Director at 856.380.6831, sgargiulo@asht.org to learn more!

ASHT TIMES MAGAZINE & SPECIAL PRINT EDITION

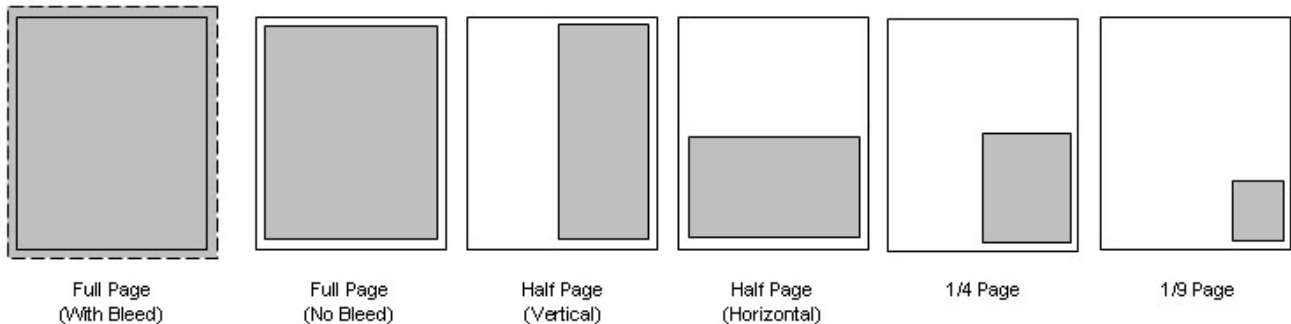
Market your products and services to dedicated hand therapists by advertising in the *ASHT Times* Magazine. Published on-line, quarterly and in full color, with electronic notices sent to all 3,000+ ASHT members prominently recognizing all advertisers. Advertisers have the option to link ads and logos to their company website at no additional cost!

NEW FOR 2012: SPECIAL PRINT EDITION

Landing in late June of 2012, ASHT will be mailing all members a Special Edition of the *ASHT Times* Magazine, along with the advance program for the Annual Meeting in San Diego. Become an advertiser in this Special Edition and get your message directly into the hands of all members and attendees. Ads can be used to promote your booth location and any promotional offers that might attract a greater volume of traffic to your exhibit.

Advertising Rates:

Ad Size	Dimensions	1X	2X	3X	4X
Full Page, Bleed	8.75" x 11.25"	\$860	\$830	\$800	\$770
Full Page, No Bleed	7.5" x 10"	\$860	\$830	\$800	\$770
Half Page, Vertical	3.75" x 10"	\$510	\$480	\$450	\$435
Half Page, Horizontal	7.5" x 5"	\$510	\$480	\$450	\$435
1/4 Page	3.75" x 5"	\$400	\$380	\$360	\$350
1/9 Page	3" x 2.25"	\$310	\$300	\$290	\$280



Deadline Dates and Insertion Orders:

Issue:	Insertion Orders:	Artwork Deadline:	Ad Size:	Rate: (see above)
Issue 1, On-line	February 20, 2012	March 9, 2012	_____	\$ _____
Issue 2, Special Edition	April 23, 2012	May 11, 2012	_____	\$ _____
Issue 3, On-line	July 23, 2012	August 10, 2012	_____	\$ _____
Issue 4, On-line	October 15, 2012	November 2, 2012	_____	\$ _____

TOTAL DUE: \$ _____

Acceptable Digital Formats:

Advertisements must be created and submitted in either QuarkXpress (include fonts and images), Adobe Photoshop (save file in tif format), Adobe Illustrator (save file in eps format), or high-resolution PDF (fonts embedded). Ads created in other programs, such as Microsoft Word or PowerPoint, will not be accepted.

File Submission:

Ads can be submitted on 100MB zip disk, CD-ROM, or floppy disk. Ads also can be e-mailed to sgargiulo@asht.org if they are less than 3MB when compressed or stuffed. All compressed or stuffed files must be self-extracting.

Printing Requirements:

The *ASHT Times, Special Edition* is printed by sheet-fed offset press. Black-and-white and color photographs should be scanned at no less than 300 dpi. Line art should be scanned at no less than 1,000 dpi. Standard dot gain is 5 percent, maximum ink density is 300. Note: For color ads, the *ASHT Times, Special Edition* cannot guarantee color reproduction in printed publication without a supplied contract-level color proof. Advertiser must accept printer's judgment on color if something other than a contract-level proof is submitted.

Payment Policies and Requirements:

1. Payment for ad space is due in full with the completed application and insertion order. Ads will not run without up-front payment in full.
2. All advertisers must make payment to ASHT in U.S. currency. Payments in foreign currency are not accepted.
3. Rates are subject to change without notice.
4. No advertising agreement will be accepted for more than four insertions in a 12-month period.
5. Frequency discounts are only earned by written agreement in advance of the first issue's placement. A signed advertising agreement ensures the advertiser is billed the earned frequency rate based on current advertising rates.
6. Advertisers will be pro-rated if, within a 12-month period from the date of the first insertion, they have not earned the frequency to which they committed in their advertising agreement.
7. Advertisers are responsible for ensuring the accuracy of all advertising content. The *ASHT Times, Special Edition* is not responsible for grammatical, spelling, or other errors appearing in the content of published advertising.
8. Advertisers assume liability for all content of published advertising, and assume responsibility for all claims against the *ASHT Times, Special Edition* resulting from their advertising.
9. ASHT reserves the right to change credit and payment terms as necessary without prior notice.
10. Requests for specific position are not guaranteed unless position premium has been selected in the advertising agreement.
11. Verbal advertising agreements are not recognized.

Cancellation Policy:

All cancellations must be made in writing. No cancellations will be accepted after the ad materials due date as specified in this media kit. After the ad materials due date, ads will be billed in full whether or not artwork has been submitted.

ASHT WEBSITE ADVERTISING & EDUCATIONAL COURSE LISTINGS

Stay tuned for ASHT's newly designed and engineered website launching Spring of 2012 and be featured in our debut! Attracting more than 1,000 unique visitors per day, ASHT's new website will allow members instant access to the latest trends in the hand therapy community, ASHT benchmarking, educational programming and networking right from the home page. This opportunity includes a rotating ad on the home page with a link to your website.

All ads must be 468 x 60; JPEG or GIF file formats accepted and optimized for the web at 72 DPI. Note: Dimensions for all ads will change once ASHT's new website launches.

Home Page Web Advertising:

Rotation	Cost
_____ 3 Months	\$275
_____ 6 Months	\$510
_____ 9 Months	\$750
_____ 12 Months	\$975

URL to Link Ad to: _____

Independent Course Listing on ASHT Educational Page and Course Calendar with Logo and Link:

Rotation	Cost
_____ 3 Months	\$150
_____ 6 Months	\$270
_____ 9 Months	\$390
_____ 12 Months	\$500

ASHT HANDS ON E-NEWSLETTER ADVERTISING

Hands On is ASHT's electronic newsletter is distributed bi-weekly to all ASHT members. The newly revised *Hands On* includes: Clinical Case Studies, Upcoming Events, Member Spotlight, Industry Trends, Featured Items and more!

Sponsorship of *Hands On* includes company logo or ad with direct link to your company's website. **Don't miss this opportunity to have your message delivered to all 3,000+ ASHT members and other industry leaders!**

All ads must be 468 x 60; JPEG or GIF file formats accepted and optimized for the web at 72 DPI.

Hands On eNewsletter Advertising

Rotation	Cost
_____ 3 Months	\$275
_____ 6 Months	\$510
_____ 9 Months	\$750
_____ 12 Months	\$975

URL to Link Ad to: _____



ADVERTISER INFORMATION

COMPANY NAME (AS IT SHOULD APPEAR) _____

KEY CONTACT NAME _____

JOB TITLE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____ WEBSITE _____

PAYMENT INFORMATION

MY CHECK, PAYABLE TO ASHT, IS ENCLOSED

ASHT accepts US funds drawn on a US bank only and mail to ASHT, Sabina Gargiulo, Director of Sponsorship Sales, 15000 Commerce Parkway, Suite C, Mount Laurel, NJ 08054.

Check Enclosed: \$ _____

ASHT Tax ID Number: 87-0777242

Please return your completed application, along with full payment and artwork to:

American Society of Hand Therapists

ATTN: Sabina Gargiulo

15000 Commerce Parkway, Suite C

Mount Laurel, NJ 08054

Fax: 856-439-0525

PLEASE CHARGE MY VISA MASTER CARD AMERICAN EXPRESS

NAME ON CARD _____

ACCOUNT NUMBER _____ EXP DATE _____

SIGNATURE _____

TOTAL PAYMENT AMOUNT: \$ _____