

Clinical Electrophysiology and Wound Management Section (CEWM) Advertising Opportunities and Policies



Web Site: www.aptasce-wm.org

Type	Dimensions	Duration	Amount
Square Banner*	200 x 200 pixels	One Month	\$125
Square Banner*	200 x 200 pixels	Three Months	\$300

*All ads may be linked to another webpage.

Printed News letter – published three times a year

Type	Duration	Amount
Full Page	Three Issues**	\$800
3/4 Page	Three Issues**	\$600
1/2 Page	Three Issues**	\$400
1/4 Page	Three Issues**	\$200

**These rates are for all three issues. The price is prorated for ads placed in less than three issues.

About the Section

The mission of the Section on Clinical Electrophysiology and Wound Management (SCEWM) is to passionately advocate for and embody the highest standards of care and best practice in clinical electrophysiology, therapeutic technologies (electrotherapy/physical agents), and wound management physical therapy through education and communication to health care providers, consumers, and legislative, regulatory, and reimbursement entities.

The Section provides a means by which members with a common interest in electrophysiology and wound management may meet, confer, and promote patient care through education, practice and research.

Purpose

The purpose of this policy is to define the criteria used by the Section to permit dissemination of advertising copy in the CEWM Newsletter, on the CEWM Web Site, and other CEWM publications and communications. In general, only advertisements that are congruent with the *American Physical Therapy Association's Code of Ethics and Standards of Practice*, and the Mission of the CEWM will be accepted for dissemination. In addition, the publication of advertisements in the Newsletter, on the Web Site, or in other materials does not signify support or validity of the content, nor does it imply endorsement by the Section or other subsidiaries of the *American Physical Therapy Association (APTA)*.

Scope of Potential Advertisers

Commercial vendors of clinical and academic/research products, academic programs, and sponsors of continuing education courses are representative of the many potential advertisers in the Newsletter and Web Site. Accordingly, the following criteria defines those individuals and organizations who are eligible and ineligible to advertise:

Eligible Advertisers

- Commercial organizations approved for advertising in other APTA publications
- Nonprofit or philanthropic institutions, accredited universities, colleges, and national foundations
- Accredited health care facilities including medical centers, clinics or physical therapist owned facilities.

Professionals, which includes, but is not limited to, physical therapists, occupational therapists, physicians, nurses, and credentialed academicians who sponsor and/or directly provide continuing education courses. The CEWM Board of Directors reviews other persons or organizations, on a case-by-case basis.

Ineligible Advertisers

- Referral-for-profit companies, corporations, professional partnerships are not eligible to advertise. Included in this category are physician owned practices and other business arrangements that involve profit sharing from referring patients/clients for physical therapy interventions/services.
- Persons or institutions disseminating information that is not congruent with the *American Physical Therapy Association's Code of Ethics* and the Mission of the CEWM

The American Physical Therapy Association prohibits preferential or adverse discrimination on the basis of race, creed, color, gender, age, national or ethnic origin, sexual orientation, disability, or health status in all areas including, but not limited to, its qualifications for membership, rights or members, policies, programs, activities, and employment practices. The Clinical Electrophysiology and Wound Management Section is supportive of that position in accepting advertisements on the Web Site and in its Newsletter.

Eligibility Decisions

Compliance with the policy is at the sole discretion of the CEWM Board of Directors. In the event that the rejection of an advertisement occurs after an initial acceptance, no refunds will be given. In such cases, the ad will be removed from the Web Site, and from future Newsletters. Purchasers waive the right to contest the BOD decision, which is final. Furthermore, purchasing an advertisement, gives consent to CEWM to make reasonable inquiry and investigation regarding the advertiser's compliance with this policy.

Disclaimer- Physician Owned Practices

Because of the APTA 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 Clinical Electrophysiology and Wound Management Section does not accept job listings for positions 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 aptasce-wm@apta.org. **To complete your submission, you must make the following certification by checking the “I agree” box below:**

“I certify that no referral source (including any referring physician) has a financial interest in the practice that has the position that is the subject of this advertisement.”

I AGREE

Signature: _____

Date: _____