

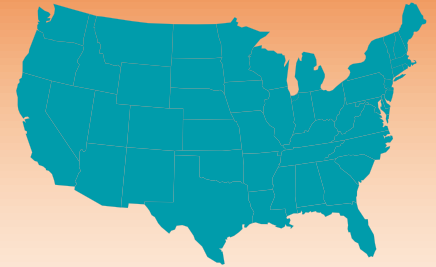
2010



MEDIA KIT

Today *in* PT
Today *in* OT

Product Rates



TODAY in PT CIRCULATION: 70,000+

TODAY in OT CIRCULATION: 60,000+

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“ Reaching Physical Therapy and Occupational Therapy Professionals Coast to Coast ”

- Professional magazine with compelling, timely editorial content, ensuring strong readership
- Highly sought after by readership, with majority of PTs having personally requested the publication
- Free Continuing Education module in every issue
- Competitive product rates
- Highly visible branding location, providing ability to push readers to your web site

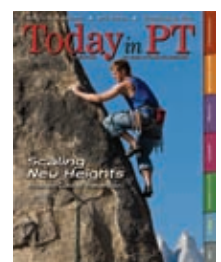
	Open	GREAT DEAL! 3x Plus Frequency Level
1/8 page (Product Marketplace)	\$341	\$227
1/4 page (Product Marketplace)	\$656	\$437
1/2 page	\$1,680	\$1,120
Full page	\$3,150	\$2,100

FREE COLOR

Full page 7" x 10" Full page w/ bleed 8.25" x 10.75" Trim size: 8" x 10.5" Live area: 7" x 10"	1/2 page vertical 3.375" x 10"	1/2 page horizontal 7" x 4.75"	1/4 page vertical 3.25" x 4.75" 1/8 page 3.25" x 2.38"	1/4 page horizontal 6.5" x 2.38"
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Print To Web:

Gain additional views to your ad by placing it on Today in PT.com or Today in OT.com. 30 days - \$385. Multiple runs or contract clients - \$95



Subject to rate card legal provisions. Product Advertisers must agree to run in three consecutive issues, prior to the first ad run, to realize the discounted rates associated with the 3x Frequency rate structure.