

2010



MEDIA KIT

Today *in* PT Today *in* OT

Promotional Calendar

“ Every issue serving PTs and OTs with Local News, Editorial Features, PT and OT Commentary, Letters, Continuing Education Module, Jobs and much more ”

TODAY in PT CIRCULATION: 70,000+

TODAY in OT CIRCULATION: 60,000+

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Dates/Promotions subject to change.

Deadline	Issue	Bonus Distribution/ Promotion
TODAY IN PT		
Jan. 14th	Jan. 18th	Editorial Feature: State of the Profession Destination Section: Travel
Feb. 11th	Feb. 15th	Destination Section: Western Region Bonus Distribution: 2010 APTA CSM, OPTA
Mar. 11th	Mar. 15th	Editorial Feature: Annual Salary Issue Bonus Distribution: FPTA Spring Conference
Apr. 8th	Apr. 12th	Destination Section: Southwest Region Bonus Distribution: WPTA; PTWA; AZ APTA Spring Conference
May 6th	May 10th	Destination Section: Travel — Work where you vacation Bonus Distribution: Spring Student PT (Schools)
Jun. 3rd	Jun. 7th	Destination Section: Northeast Region Bonus Distribution: APTA 2010 Annual Conference
Jul. 15th	Jul. 19th	Editorial Feature: Annual Practice Management Issue Bonus Distribution: Rehab Summit/Cross Country
Aug. 12th	Aug. 16th	Editorial Feature: Annual Education Issue Destination Section: Travel
Sept. 2nd	Sept. 6th	Destination Section: Southeast Region Bonus Distribution: CPTA; WPTA; IPTA; FPTA Fall Conference
Sept. 30th	Oct. 4th	PT MONTH Editorial Feature: Thank You Issue Destination Section: Travel — Work where it's warm Bonus Distribution: APTA National Student Conclave; NY & NJ Joint Conference; TPTA
Nov. 11th	Nov. 15th	PT EXCELLENCE AWARDS NATIONAL WINNERS Destination Section: Midwest Region Bonus Distribution: Student
Dec. 2nd	Dec. 6th	Editorial Feature: CE Modules Bonus Distribution: PT CE Special Edition — 30,000 Circulation
TODAY IN OT		
Mar. 25th	Mar. 29th	OT MONTH Editorial Feature: Thank You Issue Bonus Distribution: AOTA
Jun. 17th	Jun. 21st	Bonus Distribution: ASHT; Rehab Summit/Cross Country
Sept. 16th	Sept. 20th	Bonus Distribution: ASSH; OTAC
Oct. 28	Nov. 1st	Editorial Feature: CE Modules Bonus Distribution: OT CE Special Edition — 30,000 Circulation

