



Member Flash

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Purpose

Promote your play therapy products and services to nearly 6,500 mental health professionals. Our Member Flash is a weekly electronic bulletin that informs members about association news and recognitions, approaching deadlines, and displays colorful but inexpensive FlashCoupon ads offering incentives, like this example:



Schedule

Member Flashes are electronically transmitted to APT members each Tuesday morning. FlashCoupons are attached below the news items in each weekly Member Flash.

Specifications

- FlashCoupons display time-limited incentives and use words like "Free", "Save", etc.
- Limit five (5) FlashCoupons per issue.
- FlashCoupons published in order received.
- Dimensions are 3.9" wide by 1.2" high. APT reserves the right to resize any ad that does not satisfy these dimensions.
- FlashCoupons are designed by staff or professional graphic artists.
- Headlines comprise 3-5 words that shout benefits.
- Limit 50 descriptive content words.
- Display name, logo (JPEG), URL, email, or telephone.
- Include disclaimers expiration date, order codes, etc.

Rates

- One block is one FlashCoupon in four consecutive issues.
- \$75 a block.
- \$50 a block if advertising in other APT media.
- Limit two consecutive blocks per advertiser if there are other interested advertisers.
- Limit two simultaneous blocks per advertiser.
- Limit two offers per FlashCoupon.

Order Form

To order, complete and submit this page with payment in full (USD) to APT preferably at least 10 days in advance of Start Date. Include text and artwork.

Name: _____ Affiliation: _____ APT Member? Yes No

Address: _____ ZIP: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Payment Type: Check/Money Order Credit Card If Credit Card:

Account #: _____ Expiration Date: _____ Total Due \$ _____

Signature: _____ * Date: _____

* Signature must be same as name on credit card

To Order: **1)** Check applicable box to the left.
2) Add Design Fee if applicable.
3) Total Due \$ _____
4) Start Month/Year _____