



# The Washington Physicians Directory

P.O. Box 4436, Silver Spring, MD 20914 301-384-1506 Fax 301-384-6854 wpd@wpdnetwork.com

Please complete this form and return it *with your payment or your charge instructions* by **January 6, 2012**. If you need assistance, have a question about the DIRECTORY, or wish to discuss display advertising, please call 301-384-1506. The 2012 print edition will be distributed March 31, 2012. Your listing will appear on our website at no additional charge.

## INCLUDE MY LISTING

in *The 2012 WPD* under the category(s) checked.

There is a minimum charge of \$43.50 per category, and you will receive a **complimentary** copy for each category listing.

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Acupuncturists                  | <input type="checkbox"/> Massage Therapists           | <input type="checkbox"/> Psychiatric Mental Hlth Nurses |
| <input type="checkbox"/> Audiologists                    | <input type="checkbox"/> Myotherapists                | <input type="checkbox"/> Psychologists                  |
| <input type="checkbox"/> Biofeedback Specialists         | <input type="checkbox"/> Neuropsychologists           | <input type="checkbox"/> Psychologists, Health          |
| <input type="checkbox"/> Chiropractors                   | <input type="checkbox"/> Nurse Midwives               | <input type="checkbox"/> Psychotherapists               |
| <input type="checkbox"/> Eating Disorder Specialists     | <input type="checkbox"/> Nurse Practitioners          | <input type="checkbox"/> Rehabilitation Counselors      |
| <input type="checkbox"/> Electrologists                  | <input type="checkbox"/> Nutritionists (Dietitians)   | <input type="checkbox"/> Sex Therapists                 |
| <input type="checkbox"/> Geriatric Care Managers         | <input type="checkbox"/> Occupational Therapists      | <input type="checkbox"/> Social Workers, Clinical       |
| <input type="checkbox"/> Group Therapists                | <input type="checkbox"/> Opticians                    | <input type="checkbox"/> Speech – Language Pathologists |
| <input type="checkbox"/> Hand/Upper Extremity Therapists | <input type="checkbox"/> Optometrists                 | <input type="checkbox"/> Stress Management Specialists  |
| <input type="checkbox"/> Hearing Aid Specialists         | <input type="checkbox"/> Orthotists – Prosthetists    | <input type="checkbox"/> Substance Abuse Specialists    |
| <input type="checkbox"/> Hypnotherapists                 | <input type="checkbox"/> Personal Fitness Specialists | <input type="checkbox"/> Travel Medicine Professionals  |
| <input type="checkbox"/> Lactation Consultants           | <input type="checkbox"/> Physical Therapists          | <input type="checkbox"/> Voice Therapists               |
| <input type="checkbox"/> Marriage & Family Therapists    | <input type="checkbox"/> Physician Assistants         | <input type="checkbox"/> Other _____                    |

The above categories and more were included in the 2011 edition. Any redundancy was at the request of the advertiser. The publisher reserves the right to refuse or restrict category headings.

## BASIC LISTING

- Please include the following information in my listing under the category(s) checked above. I understand I'll receive a complimentary copy, a \$57.00 value, for each category checked.

Name \_\_\_\_\_  
(Personal or Trade – For personal, please include credentials, i.e. MA-CCC, PhD, RN, MPT, etc.)

National Provider Identifier (NPI) \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone# \_\_\_\_\_ Fax# \_\_\_\_\_

## ADDITIONAL ADDRESSES

- I want to include these additional addresses in my listing. The charge for each additional address and/or e-mail is \$20 (\$30 for a website) times the number of categories you have checked.

2nd address (\$20 each category) \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone# \_\_\_\_\_ Fax# \_\_\_\_\_

3rd address (\$20 each category) \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone# \_\_\_\_\_ Fax# \_\_\_\_\_

E-mail address (\$20 each category) \_\_\_\_\_

Website address (\$30 each category) \_\_\_\_\_

## CHARGES

Basic Listing	\$43.50 x number (#) of categories _____	= \$ _____
Additional Addresses and/or e-mail	\$20 x # of categories _____ x # of add'l addresses _____	= \$ _____
Website Address	\$30 x # of categories _____	= \$ _____
1/16 Page Enhancement Ad (includes <b>one</b> free basic listing)	\$310	= \$ _____
TOTAL PAYMENT \$		_____

## PAYMENT OPTIONS

Check enclosed, payable to *Washington Physicians Directory*

Charge my:    Visa    MasterCard    American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

## 1/16 PAGE ENHANCEMENT AD

\$310  
(Includes One Free Basic Listing)

Sample 1/16 page ad  
4 3/4" x 9/16"

- I PREFER A 1/16 PAGE ENHANCEMENT AD.

My ad will run in the category I have checked above. (If you've checked more than one, please circle the category for the ad.) I've completed the information section above for my listing, calculated my charges above, filled in my ad copy below,\* and included my payment or charge information. (If I requested that the information above appear in additional categories, I have included an extra \$43.50 per category, \$20 per additional address in each category, and \$30 for the website in each category.)

<b>NEURO-ORTHOPEDIC PHYSICAL THERAPY, PA</b>		
<i>Medicare • Workers Comp. • Personal Injury • Most Insurance Accepted</i>		
9841 Greenbelt Rd. #205, Lanham, MD 20706		
<b>301-552-5301</b>	EARLY/LATE APPOINTMENTS AVAILABLE	Fax # 301-552-5302

**Your Ad Copy**—Your copy, when condensed, must fit in the space above; so please be succinct.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\*Electronic files (see R.O.P.) accepted.  
It must be 4 3/4" x 9/16" with border.

**DISPLAY  
ADVERTISING  
RATES AND  
MECHANICAL  
REQUIREMENTS**

The complete **50th Anniversary Edition Rate Sheet** and the **Insertion Order** is posted on our website - [www.wpdnetwork.com](http://www.wpdnetwork.com)

**I AM INTERESTED IN A LARGER DISPLAY AD.**

Please call me at \_\_\_\_\_

There is no charge for basic listings when you reserve a 1/8 page, or larger, display ad.

**MECHANICAL REQUIREMENTS & COSTS**

Size of Material	Width	Depth	Cost
Trim size	6 1/8"	9"	
Image area	5"	8"	
Bleed size	6 1/2"	9 1/2"	
(All live copy and/or illustrations must be kept at least 1/2" from all trim or binding edge.)			
Full Page Ad	5"	8"	\$ 2,400
1/2 Page Ad	5"	4"	\$ 1,415
1/4 Page Ad	5"	2"	\$ 890
1/8 Page Ad	5"	1"	\$ 555

(Ad design is available at an additional cost.)

**R.O.P.:** printed web offset. Electronic files required: QuarkXPress, Illustrator, InDesign - press quality (high resolution) PDF with fonts embedded or outlined preferred. For EPS files, save with a PC Preview. If **all fonts** are not embedded or outlined, include printer and screen font files. Proofs required. All color **must be** CMYK. Please contact the publisher if you have spot color or questions concerning the compatibility of your software.

RESET

**SAMPLE LISTINGS**

**1/4 Page Display Ad – \$890**  
Call for assistance.

<p style="text-align: center;"><b>ARTHRITIS &amp; REHABILITATION THERAPY SERVICES</b></p> <p style="font-size: small; text-align: center;">A Division of Arthritis &amp; Rheumatism Associates, P.C.</p>	<p style="text-align: center;"><b>PHYSICAL AND OCCUPATIONAL THERAPY</b></p> <p style="text-align: center; font-size: small;">Specializing in Arthritis, Osteoporosis, Fibromyalgia, Myofascial Pain Management, Headaches, Neurological and Orthopedic Disorders</p> <p>2730 University Boulevard West, Suite 714, Wheaton, MD 20902 14955 Shady Grove Road, Suite 230, Rockville, MD 20850 2021 K Street, NW, Suite 300, Washington, DC 20006</p> <p style="text-align: right;">CENTRAL CALL CENTER <b>301.942.7600</b> <b>www.washingtonarthritis.com</b></p>
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**1/8 Page Display Ad – \$555**  
Call for assistance.

	<p style="text-align: center;"><b>SPORTS THERAPY AND REHABILITATION, INC.®</b></p> <p style="text-align: center; font-size: small;">★ Orthopedic Rehab Specialist ★ Advanced Manual Therapy ★ Foot Expertise ★ Orthotics ★ Video Gait Exam ★ Pilates ★ Early A.M. &amp; Evening Hours ★ Close to Metro ★ <a href="http://www.starclinic.net">www.starclinic.net</a></p> <p style="text-align: center;"><b>1112 16th St., N.W., #200 • Washington, D.C. 20036 Fax 202-223-1738 202-223-1737</b></p>
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**1/16 Page Enhancement Ad – \$310**  
(Includes one Basic Listing)

Physical Therapists - continued	Phone	Fax
<b>Elite Physical Therapy &amp; Wellness/Terry A. Sneed PT ATC Director</b> 2233 Wisconsin Ave. #311, Washington DC 20007	<b>202-965-8901</b>	<b>202-965-8903</b>
 <b>Elite Physical Therapy &amp; Wellness Center</b> manual therapy sports medicine massage therapy pilates eliteptandwellness.com	2233 Wisconsin Ave. NW, #311 Washington, DC 20007 202 965-8901	
<b>Ercole, Michael A. MSMSPT CSCS CSFA see ad on page 824</b>		
2875 Duke St., Alexandria VA 22314	703-212-8221	
12011 Lee Jackson Mem. Hwy. #311, Fairfax VA 22033	703-273-4616	
2841 Hartland Rd. #401B, Falls Church VA 22043	703-205-1233	703-641-0189
19465 Deerfield Ave. #311, Leesburg VA 20176	703-726-9702	
131 Elden St. #308, Herndon VA 20170	703-464-0554	
8230 Boone Blvd., Vienna VA 22182	703-205-0278	
<a href="http://www.ptsmi.org">www.ptsmi.org</a>		
<b>Evers, Sonja PT COMT OCS [1669493490]</b>		
2175 K St. NW #C-120, Washington DC 20037	202-463-7611	202-463-7669
<a href="http://www.ssptdc.com">www.ssptdc.com</a>		
<b>Excel Rehabilitation [1922091032]</b>		
9860 Fairfax Blvd. #1, Fairfax VA 22030	703-383-1616	703-383-1166
<b>Fairfax Physical Therapy, Inc. [1871716563]</b>		
10525 West Dr., Fairfax VA 22030	703-934-9411	703-934-9497
<b>Finnegan, Michelle PT DPT OCS MTC FAAOMPT [1164638029]</b>		
7830 Old Georgetown Rd. #C-15, Bethesda MD 20814	301-656-5613	301-654-0333
<b>Germantown Physical Therapy [1245212489]</b>		
20528 Boland Farm Rd. #211, Germantown MD 20876	301-916-0164	301-540-0722

**Basic Listing – \$43.50**

**GERMANTOWN PHYSICAL THERAPY**

Orthopedics • Wellness • Personal Training • Massage

phone: **301-916-0164** Most Insurances Accepted fax: 301-540-0722

**Basic Listing + Website – \$73.50**  
(No charge with 1/8 page, or larger, display ad)

<b>Gillanders, Robert PT DPT [1326024530]</b>		
2175 K St. NW #C-120, Washington DC 20037	202-463-7611	202-463-7669
<a href="http://www.ssptdc.com">www.ssptdc.com</a>		
<b>Granat, Hilary PT DPT MS [1306890488]</b>		
2440 M St. NW #322, Washington DC 20037	<b>202-659-2673</b>	<b>202-659-0797</b>

Phone #s in bold for display advertisers