

Home Health Section – APTA

### **Advertising/Sponsorship Coordinator**

#### **Primary Purpose:**

The ad/sponsor coordinator (“coordinator”) recruits advertisers for the Home Health Section print publication and sponsors for Combined Sections Meeting (February) through personal contact with potential advertisers/sponsors selling products or services relevant to the physical therapy market.

#### **Skills:**

The coordinator is expected to have personal contacts in the physical therapy and home health fields, as well as access to resources for identifying potential advertisers/sponsors. He/she should be a self-starter, organized, comfortable cold-calling vendors, and focused on meeting modest sales objectives. He/she is expected to maintain and monitor a current list of potential advertiser/sponsor contacts.

#### **Equipment/Office Requirements:**

The coordinator is expected to be an independent contractor. He/she should have his own computer and email account for the purposes of this work. If needed, the Section can provide an email address using its domain to the coordinator for the exclusive purpose of contacting advertisers.

#### **Time Expectation:**

The coordinator is expected to dedicate an average minimum of approximately **10 hours each month** to advertiser/sponsor recruitment. The work flow may ebb and flow around deadlines and the busiest time of year is typically October and November, during the peak sponsor recruitment period.

**Ideal Candidate:** The ideal candidate for coordinator is a well-connected physical therapist, physical therapist assistant, or physical therapy student with a small amount of extra time and interest in supplemental income.

#### **Contract Fee & Commissions:**

The Home Health Section contracts annually with a coordinator and pays a flat fee of **\$200 per quarter and 20% in gross commissions** on each sale of advertising or sponsorships (also paid quarterly). The coordinator is expected to meet modest annual sales targets each year and to collaborate with the Executive Director in establishing annual targets.

#### **Resources Provided:**

The Home Health Section can provide an email list of 500+ physical therapy-related vendors. The Section regularly emails this list regarding upcoming advertising opportunities. The Home Health Section has established ad/sponsor pricing, terms and conditions, and related forms in place. Once advertisements or sponsorships are sold, the Home Health Section Executive Director provides support to the advertiser or sponsor and meets the Section’s commitments to vendors.