



## ADVERTISING

### Web Postings

#### Career Postings

Your Career Posting can be purchased through our website at [www.osot.on.ca/careers](http://www.osot.on.ca/careers). Once you have purchased one or more posting credits, you will receive a confirmation email with instructions on how to submit your posting through our website interface. You will also be able to submit a posting in a downloadable document format which interested parties can access in addition to the site posting itself.

Once we receive the posting, we will review and approve it to be displayed on our website for the duration of time that you purchased. This process will occur within 3 business days. Your career posting can be edited or removed at any time by contacting us.

What You Get	What You Pay	Who You Reach
One 2 Week Posting	\$100 + HST	We draw attention to our Careers Page in our monthly update email that goes out to nearly 4,000 Ontario OTs. Our careers page gets approximately 400 visits per month.
One 30 Day Posting	\$200 + HST	
One 60 Day Posting	\$400 + HST	
One Annual Posting	\$1,100 + HST	

#### Event Postings

Please include general event information along with the registration link and/or an electronic event flyer. Event postings are subject to OSOT for approval. Visit our [Other Workshops & Events](#) to submit a posting.

What You Get	What You Pay	Who You Reach
A posting on our <a href="#">Other Workshop &amp; Events</a> page until the time of your event.	Complimentary	We draw attention to this page in our monthly update email that goes out to nearly 4,000 Ontario OTs. Our Other Workshops & Events page receives approximately 1,800 visits per month.

## Research Postings

The Ontario Society of Occupational Therapists is committed to support occupational therapy research and will promote OSOT member participation in electronic research surveys that support the development of knowledge about occupational therapy practice and/or occupational therapists. While the Society’s encouragement will invite member participation, OSOT’s commitment to the posting and circulation of surveys does not imply OSOT endorsement of the research methodology, findings, conclusions or recommendations.

<p><b>Please submit a word document with the following:</b></p> <ul style="list-style-type: none"> <li>• Study Title</li> <li>• Principal &amp; Co-Investigators</li> <li>• Ethics Approval and REB Number</li> <li>• Purpose &amp; Brief Description of Study</li> <li>• Target Audience for Participation</li> <li>• Link to Electronic Survey</li> <li>• Deadline for Survey Participation</li> <li>• Desired Date for Email Circulation</li> <li>• Draft social media post</li> </ul>	<p><b>2020-21 Circulation Schedule:</b></p> <ul style="list-style-type: none"> <li>• November 13<sup>th</sup></li> <li>• January 29<sup>th</sup></li> <li>• March 26<sup>th</sup></li> <li>• May 21<sup>st</sup></li> <li>• July 16<sup>th</sup></li> <li>• September 24<sup>th</sup></li> </ul>
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What You Get	What You Pay	Who You Reach
<p>A posting on our <a href="#">Research Postings</a> page until survey expiration and a one-time email promotion.</p> <p>One social media post published on all 3 platforms (Twitter, Facebook, LinkedIn).</p>	<p>\$250 + HST Non-Member Rate</p> <p>\$200 + HST Member Rate</p>	<p>Your email promotion will reach your OT target audience based on area of practice or circulation to nearly 4,000 Ontario OTs. Our open rates average 50%.</p> <p>Facebook – 11,313 followers, Twitter – 1,691 followers, LinkedIn – 1,984 followers.</p>

## ORDER FORM

# Digital Reach

## Email Banner Ad in Monthly Update or "10 Things"

There are 12 opportunities a year for each communique. Ad space will be reserved on a first-come first-serve basis. Please contact the OSOT office for information on remaining ad space. Ads are subject to OSOT for approval.

i)



ii)



What You Get	What You Pay	Who You Reach
<p>A one-time banner ad measuring 600 x 200 pixels in one of the above emails. Ad can be composed of a graphic and text or just a graphic.</p>	<p>\$250 + HST for one email ad.</p>	<p>Your ad will be circulated to nearly 4,000 Ontario OTs. Our open rates average 50%. Our audience is a combination of occupational therapists, predominantly from Ontario and some members of the general public.</p>

## ORDER FORM

## Social Media Post

The Ontario Society of Occupational Therapists has a thriving presence on social media. Our platforms include [Facebook](#), [Twitter](#), and [LinkedIn](#). Please include a link to your website and a high-resolution graphic. Your post must have a maximum of 280 characters including the link, 3 hashtags and one-page tag/handle. There are three advertising opportunities available per month, on each platform. Ad space will be reserved on a first-come first-serve basis. Please contact the OSOT office for information on remaining ad space. Ads are subject to OSOT for approval.

What You Get	What You Pay	Who You Reach
One post published 3 times on all 3 platforms.	\$300 + HST	Our audience is a combination of occupational therapists, predominantly from Ontario and some members of the general public. Facebook – 11,313 followers, Twitter – 1,691 followers, LinkedIn – 1,984 followers.
One post published on your choice of platform.	\$100 + HST	

## ORDER FORM

## Traditional Reach

### Mailing Labels

OSOT provides address mailing labels that satisfy a diversity of requests. OSOT Membership Mailing Label Sales are available to purchasers whose mailing or services. Contribute to the professional development of occupational therapists, promote the development of the profession, and are in concert with the objectives of OSOT. A sample of the proposed mailing must accompany this agreement and is required for OSOT approval.

What You Get	What You Pay	Who You Reach
Mailing Labels	\$0.25 + HST Non-Member Rate  10% Discount Member Rate	Your mail will reach your occupational therapist target audience based on area of practice, geographic area, or a combination.

## ORDER FORM

# OSOT Professional Development Events

## Exhibiting

Exhibiting opportunities with OSOT are a great opportunity to reach a niche group of occupational therapists in a setting which facilitates engagement and learning. Here are our [upcoming OSOT events](#).

What You Get	What You Pay	Who You Reach
A booth space at the event (Sizing Depends on Event), logo on marketing material, mention during workshop introductions.	Please contact OSOT for details.	Occupational therapists with a particular practice focus depending on the event. Please contact the OSOT office for details.

## Print

This option allows for vendors who are not able to attend the event in person but would still like to promote their products or services with flyers, supplied and mailed to us by the company. Here are our [upcoming OSOT events](#).

What You Get	What You Pay	Who You Reach
Distribution of flyers to each event attendee.	\$200 + HST Please contact OSOT for payment.	Occupational therapists with a particular practice focus depending on the event. Please contact the OSOT office for details.

Advertisements are subject to OSOT advertising policies. OSOT reserves the right to refuse any advertisement.

# SPONSORSHIP

## Webinars

Please see our [upcoming OSOT events](#).

What You Get	What You Pay	Who You Reach
<p>Verbal recognition during introductions at the beginning of the webinar and one slide with your messaging and logo.</p> <p>Our webinars are recorded and your company will be available for view with the recording for multiple playbacks.</p>	<p>\$250 + HST Please contact OSOT for payment.</p>	<p>Occupational therapists with practice focus depending on the event, registration numbers range from 20 to 100. Webinars are recorded with potential for further reach.</p>

## Workshops

Please see our [upcoming OSOT events](#).

What You Get	What You Pay	Who You Reach
<p>Verbal recognition during introductions at the beginning of the workshop, logo on all marketing material (email, website, event materials) and signage, opportunity to network with OTs.</p>	<p>Please contact OSOT for details. You have the option of sponsoring all or some of the following; lunch, AV, venue space or cost of room rental.</p>	<p>Occupational therapists with practice focus depending on the event, registration numbers range from 20 to 50.</p>

**\*\*Please see the [Ontario Society of Occupational Therapists' Sponsorship policy](#).\*\***