



Ontario Society of
Occupational Therapists

Advertising and Sponsorship Package

Our Audience

The Ontario Society of Occupational Therapists (OSOT) is made up of over 4,700 occupational therapists (OTs), student occupational therapists, occupational therapist assistants (OTAs), and student occupational therapist assistants who work in various practice settings and areas in Ontario, working with clients across the lifespan.

[Contact us](#) to learn more about the OSOT membership and how you can reach your target audience.

Audience Engagement

Email Performance

66%

Open Rate

6%

Click Rate

Social Media Following

4k+

 LinkedIn
Followers

11k+

 Facebook
Followers

Disclaimer

Ads are subject to OSOT for approval. OSOT reserves the right to decline any advertisement requests. If a refund is requested before the advertisement is published, you will receive a refund less than 25% for an administration fee.

Table of Contents

How You Can Advertise with OSOT

3	Career Posting <ul style="list-style-type: none">• Promote Your Career Posting	Digital	4
6	Events <ul style="list-style-type: none">• Host a Webinar• Exhibit at an OSOT Event• Post a Complimentary Event Ad on OSOT's Website	<ul style="list-style-type: none">• Email<ul style="list-style-type: none">◦ Banner Ads in OSOT emails◦ One Time Ad in OSOT's Weekly Email• Social Media<ul style="list-style-type: none">◦ Post on OSOT's Social Media	
9	Research <ul style="list-style-type: none">• Promote Your Research Posting	Sponsorship	8
		<ul style="list-style-type: none">• Sponsor a Webinar• Sponsor a Workshop	
		Traditional	10
		<ul style="list-style-type: none">• Mailing Labels	

Career Posting

Career postings are published on the [OSOT website](#). Once you [purchase a posting credit](#), you will receive a confirmation email with instructions on how to submit your posting. You will also be able to submit a posting as a downloadable PDF for potential candidates to download.

OSOT will review and approve the posting to be displayed on our website for the duration of time that you purchased. This process will occur within three business days. Your career posting can be edited or removed at any time.

What You Get	What You Pay	Who You Reach
2 Week Posting	\$100 + HST	We promote the careers page in our weekly email sent to over 4,700 Ontario occupational therapists, occupational therapist assistants, and students and on social media. Our careers page receives approximately 400 visits per month.
30 Day Posting	\$200 + HST	
60 Day Posting	\$400 + HST	
One Year Posting	\$2,000 + HST	

[Purchase a Career Posting](#)

Digital

Email

Ad space will be reserved on a first-come, first-served basis. Ads will be included in OSOT's weekly member update emails. Please [contact the OSOT office](#) for information on remaining ad space or to request a sample. Ads are subject to OSOT for approval.

What You Get	What You Pay	Who You Reach
A one-time banner ad in OSOT's weekly member update email measuring 600 x 200 pixels .	\$250 + HST for one email banner.	Your ad will be circulated to over 4,700 Ontario occupational therapists, occupational therapist assistants, and students. Our open rates average between 60% - 70%.
A one-time ad in OSOT's weekly member update email that includes: <ul style="list-style-type: none">• A title• A 75 word description• A graphic measuring 600 x 150 pixels	\$450 + HST for one email advertisement.	

[Submit Your Ad for Review](#)

Digital

Social Media

The Ontario Society of Occupational Therapists social media platforms include [Facebook](#) and [LinkedIn](#). Advertisers can purchase ad space on these platforms. Please include a link to your website, a high-resolution graphic, and a post not exceeding 200 words.

There are limited advertising opportunities available per month. Ad space will be reserved on a first-come, first-served 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 on LinkedIn	\$100 + HST	Our audience is a combination of occupational therapists, student occupational therapists, occupational therapist assistants and students, other health professionals, and the general public. LinkedIn Followers: 4k+
One post published on Facebook	\$100 + HST	Our audience is a combination of occupational therapists, student occupational therapists, occupational therapist assistants and students, other health professionals, and the general public. Facebook Followers: 11k+

[Submit Your Ad for Review](#)

Events

Host a Webinar

Webinars are subject to OSOT for approval and have limited availability. Please [contact the OSOT office](#) for information.

What You Get	What You Pay	Who You Reach
<ul style="list-style-type: none">• A 30 minute webinar to promote your brand's product or service to OSOT members.• The webinar will be recorded and made available on OSOT's archived webinar page for future viewing.• Email and social media promotions through OSOT.	Contact the OSOT office for pricing.	Your webinar will be promoted to over 4,700 Ontario occupational therapists, occupational therapist assistants, and students. Registration numbers have the potential to range from 15 to 100 registrants . Webinars are recorded and posted on the OSOT archived webinar page with potential for further reach.

[Contact Us to Learn More](#)

Events

Exhibit at an OSOT Event

Exhibiting opportunities with OSOT are a great opportunity to reach a targeted group of occupational therapists and/or occupational therapist assistants in a setting which facilitates engagement and learning. Visit our [upcoming OSOT events](#) or [contact the OSOT office](#) to learn about future events.

What You Get	What You Pay	Who You Reach
A booth space at the event, logo on marketing materials, and verbal recognition during workshop introductions.	Contact the OSOT office for pricing.	Occupational therapists and/or occupational therapist assistants in a particular practice sector, depending on the event.

[Contact Us to Exhibit](#)

Post a Complimentary Event on OSOT's Website

Post your event information on the [OSOT website](#). Event postings are subject to OSOT for approval.

What You Get	What You Pay	Who You Reach
A posting on OSOT's Other Workshop & Events page.	Complimentary	The page receives approximately 1,800 visits per month.

[Submit a Complimentary Event Posting](#)

Sponsorship

Sponsor an OSOT Webinar

Visit our [upcoming OSOT events](#) or [contact the OSOT office](#) to learn about future events.

What You Get	What You Pay	Who You Reach
<ul style="list-style-type: none">• Verbal recognition at the beginning and end of the session, with a slide featuring your logo.• A link to your contact information in the follow-up email sent to participants after the event.• Your logo included in email and social media event promotion.	Contact the OSOT office for pricing.	Occupational therapists and/or occupational therapist assistants in a specific practice sector, depending on the event. Registration numbers range from 15 to 100. Webinars are recorded and posted on the OSOT archived webinar page with potential for further reach.

Sponsor an OSOT Workshop

Visit our [upcoming OSOT events](#) or [contact the OSOT office](#) to learn about future events.

What You Get	What You Pay	Who You Reach
<ul style="list-style-type: none">• Verbal recognition at the beginning and end of the session.• 10 minutes to promote your product or service, including a brief Q&A.• Your logo included in email and social media event promotion.• A link to your contact information in the follow-up email sent to participants after the event.	Contact the OSOT office for pricing.	Occupational therapists and/or occupational therapist assistants in a specific practice sector depending on the event. Registration numbers range from 10 to 30.

[Contact Us to Sponsor](#)

Research Posting

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 occupational therapy practice. While the Society's encouragement will invite member participation, OSOT's commitment to the posting and circulation of surveys does not imply OSOT endorsement.

What You Get	What You Pay	Who You Reach
<ul style="list-style-type: none">• A posting on OSOT's Research Postings page until study deadline.• One-time promotion in OSOT's weekly member update email.• One social media post published on OSOT's Facebook and LinkedIn.	<p>\$250 + HST Non-Member Rate</p> <p>\$200 + HST Member Rate</p>	<p>Your email promotion will reach 4,700 Ontario OTs and OTAs. Our open rates average 60% - 70%.</p> <p>Following: Facebook – 11k+ LinkedIn – 4k+</p>

Requirements:

[Complete the online submission form](#) with the following information:

- Study title
- Principal and co-investigators
- Ethics approval and REB number
- Study description (200 word limit)
- Target audience for participation
- Link to survey (if applicable)
- Deadline for survey participation
- Draft social media post and graphic

Circulation Schedule:

Weekly member update emails are sent every Tuesday. [Contact OSOT](#) for availability.

Additional Opportunity:

For an additional \$25 + HST, present a webinar to share your research study results with OSOT members. Spread the knowledge and awareness even farther!

Proofing & Approval:

Researchers will have an opportunity to review and approve the posting prior to circulation.

Disclaimer:

OSOT's posting and circulation of research studies/surveys does not imply OSOT endorsement of the research methodology, findings, conclusions or recommendations, nor does it guarantee OSOT member participation. OSOT reserves the right to refuse any request of research study circulation

Traditional

Mailing Labels

Promote your product and services by mailing printed materials to OSOT members who have consented to receive mail from third parties. An electronic sample of the material you will be mailing is required for OSOT approval. OSOT is not responsible for mailing costs when mailing your materials.

What You Get	What You Pay	Who You Reach
Mailing labels of members that have consented to receive mail from third parties.	\$0.75 + HST per label and a \$10 processing fee OSOT members receive a 10% discount on total purchase.	Your mail will reach your target audience based on area of practice, geographic area, or a combination of both.

Region 1 (Central East) – composed of the Municipality of Toronto, the counties of Haliburton, Northumberland, Peterborough, Simcoe and Victoria, and the regional municipalities of Durham, Peel and York.

Region 2 (Central West) – composed of the counties of Brant, Dufferin and Wellington and the regional municipalities of Haldimand-Norfolk, Halton, Hamilton-Wentworth, Niagara and Waterloo.

Region 3 (South West) – composed of the counties of Essex, Bruce, Grey, Kent, Lambton, Elgin, Middlesex, Oxford, Huron and Perth.

Region 4 (Eastern Region) – composed of the united counties of Prescott and Russell, Stormont, Dundas and Glengarry, Lennox and Addington, Leeds and Grenville, The Municipality of Ottawa, the counties of Hastings, Prince Edward, Frontenac, Renfrew and Lanark.

Region 5 (North Eastern Region) – composed of the territorial districts of Sudbury, Parry Sound, Timiskaming, Nipissing, Algoma, Cochrane and Manitoulin and the District Municipality of Muskoka.

Region 6 (North West Region) – composed of the territorial districts of Kenora, Rainy River and Thunder Bay.

