

PRINT

PHYSIOTHERAPY TODAY, OPA'S MEMBER NEWSLETTER

The official quarterly publication of OPA reaching approximately 5,500 members across the province, this newsletter includes articles on clinical and professional issues, OPA activities and initiatives, policy developments, member news and networking information.

Advertise products, services, courses, space for rent, or other matters of interest to physiotherapists and physiotherapist assistants in Ontario.

1 **FREQUENCY:** QUARTERLY **CIRCULATION:** 5,500 **AVAILABILITY:** PRINT & ONLINE

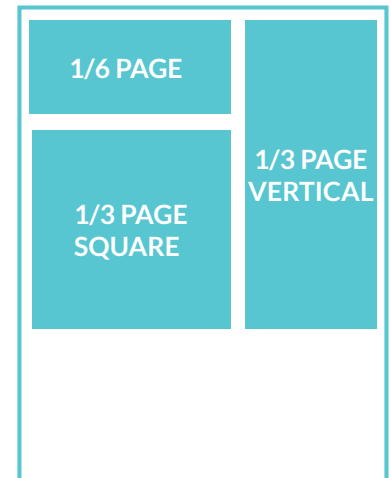


AD SIZE	1 X	2 X	3 X	4 X
1/6 page	\$310	\$590	\$870	\$1140
1/3 page	\$520	\$1000	\$1485	\$1960
1/2 page	\$750	\$1450	\$2100	\$2700
Full page (interior)	\$1230	\$2400	\$3510	\$4400
Full Page (Back)	\$1400	\$2740	\$4020	\$5080
*Insert	\$1600	\$3100	\$4530	\$5980
*Catalogue	\$2700	\$5250	\$7785	\$10 000

Add HST to all rates. All rates are full colour inclusive. *Inserts and catalogues to be provided by advertiser.

AD SIZE	DIMENSIONS H X W
1/6 page	2.25" X 4.75"
1/3 page	4.75" X 4.75"
1/3 page Vertical	7" x 3.125"
1/2 page	4.5" X 7.5"
Full page	11" X 8.5" (minimum .25" bleed)
Inserts	1 single page (double sided)
*Catalogue	Max 30 pages & max 8.5" X 11"

*Maximum two catalogues per issue available. First come, first serve.



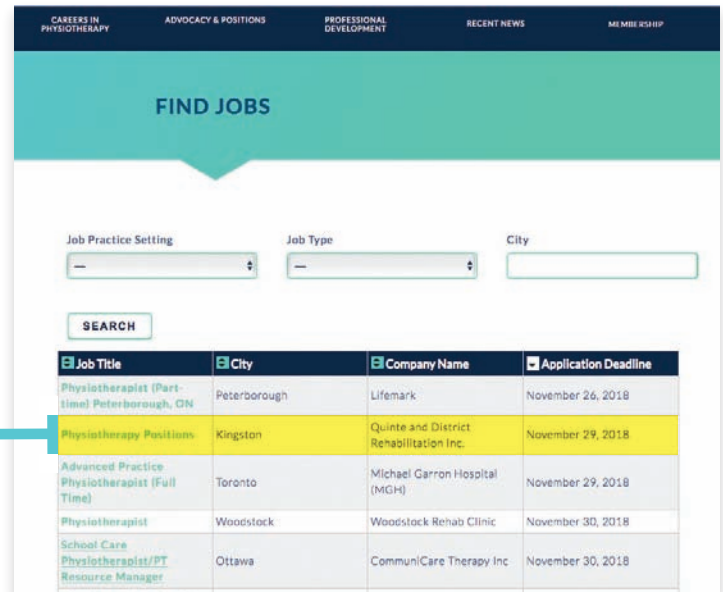
DIGITAL

JOB LISTINGS - WEBSITE + E-NEWSLETTER

Advertise job opportunities for physiotherapists and physiotherapist assistants on the [Find Jobs](#) page. All website job listings include one free listing per month in the Jobs and Classifieds e-newsletter, sent to approximately 5,500 members. Job listings can be posted online within two business days.

E-NEWSLETTER: JOBS AND CLASSIFIEDS

Circulation Date: Third Friday of the month. Submit your listing by the preceding Thursday to be included in the e-newsletter.



1	FREQUENCY:	CIRCULATION:
	MONTHLY	

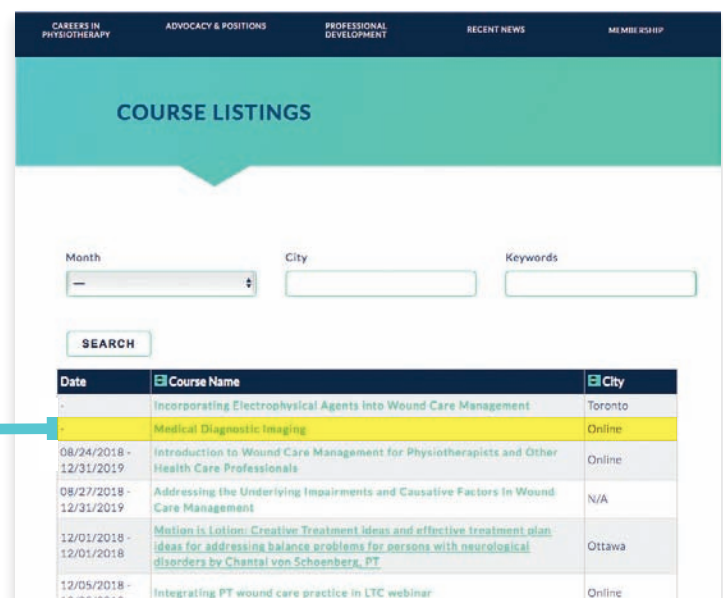
ADD HST TO ALL RATES	1 MONTH	2 MONTHS	3 MONTHS	6 MONTHS
Member	\$200	\$325	\$450	\$850
Non-member	\$350	\$600	\$850	\$1600

COURSE LISTINGS - WEBSITE + E-NEWSLETTER

Advertise professional development opportunities on the [Course Listings](#) page. All website course listings include one free listing per month in the Upcoming Courses e-newsletter, sent to approximately 5,500 members. Course listings can be posted online within two business days.

E-NEWSLETTER: UPCOMING COURSES

Circulation Date: Third Friday of the month. Submit your listing by the preceding Thursday to be included in the e-newsletter.



1	FREQUENCY:	CIRCULATION:
	MONTHLY	

ADD HST TO ALL RATES	COST PER LISTING
Member	\$75/Month
Non-member	\$150/Month

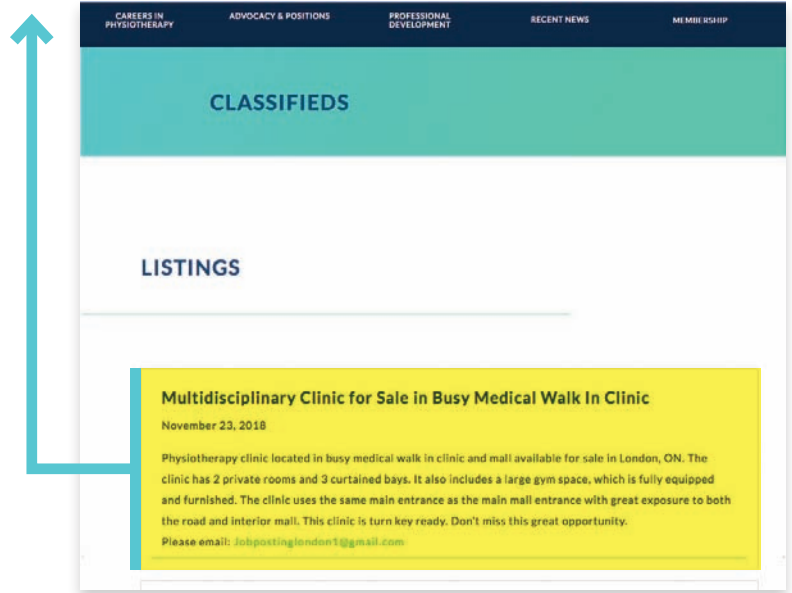
CLASSIFIED LISTINGS - WEBSITE + E-NEWSLETTER

Advertise space available, clinics available for rent or purchase, or used equipment for sale. All website classifieds listings include one free listing per month in the Jobs and Classifieds e-newsletter, sent to approximately 5,500 members. Classified listings can be posted online within two business days.

E-NEWSLETTER: JOBS AND CLASSIFIEDS

Circulation Date: First Friday of the month. Submit your listing by the preceding Thursday to be included in the e-newsletter.

1 **FREQUENCY:** MONTHLY **CIRCULATION:** 5,500

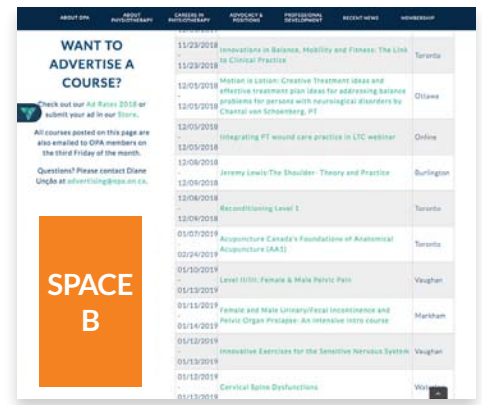
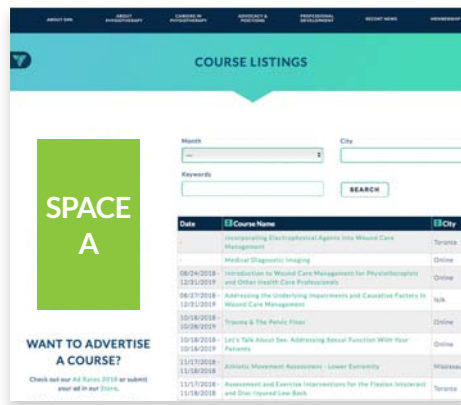


ADD HST TO ALL RATES		COST PER LISTING	
Member		\$50/Month	
Non-member		\$100/Month	

WEBSITE BANNER ADS

With at least 20,000 unique page views a month, feature your product, service, professional development or job opportunity in a static banner ad on one of three main navigation pages: [Find Jobs](#), [Course Listings](#), or [Classifieds](#) pages.

Ads can be posted online within two business days.



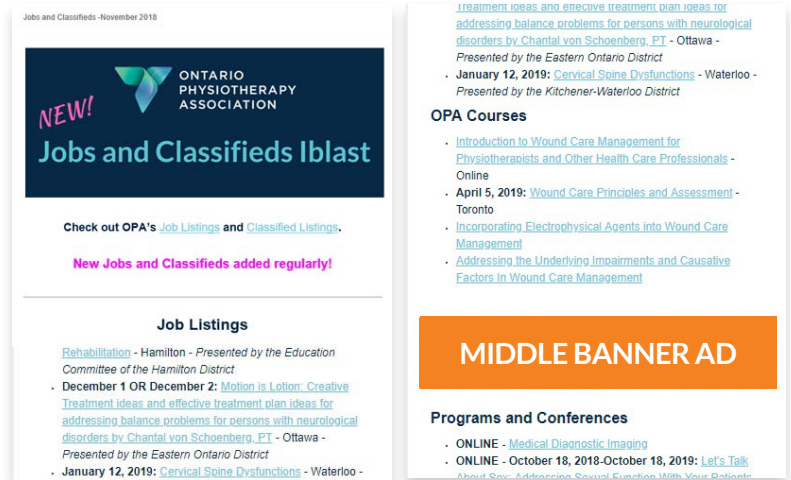
ADD HST TO ALL RATES	1 MONTH	2 CONSECUTIVE MONTHS	3 CONSECUTIVE MONTHS	6 CONSECUTIVE MONTHS	12 CONSECUTIVE MONTHS
BANNER SPACE A					
Member	\$175	\$325	\$475	\$900	\$1700
Non-member	\$350	\$650	\$950	\$1800	\$3500
BANNER SPACE B					
Member	\$150	\$250	\$375	\$700	\$1300
Non-member	\$300	\$550	\$800	\$1500	\$2800

Size & Format: 300 pixels (width) X 500 pixels (height) in jpeg or gif format with website link.

E-NEWSLETTER BANNER ADS

Advertise your company or product in our e-newsletter banner ad, available in monthly Upcoming Courses e-newsletters, and monthly Jobs and Classifieds e-newsletters sent to approximately 5,500 members across Ontario.

Ads must be submitted three business days prior to e-newsletter circulation date.



ADD HST TO ALL RATES	1 E-BLAST	3 CONSECUTIVE E-BLASTS (SAME AD)	6 CONSECUTIVE E-BLASTS (SAME AD)	12 CONSECUTIVE E-BLASTS (SAME AD)
TOP BANNER AD				
Member	\$225	\$600	\$1125	\$2000
Non-member	\$450	\$1250	\$2400	\$4500
MIDDLE BANNER AD – AVAILABLE IN UPCOMING COURSES AND JOBS AND CLASSIFIEDS ONLY				
Member	\$200	\$550	\$950	\$1800
Non-member	\$400	\$1100	\$2100	\$4000
BOTTOM BANNER AD (OPA UPDATES ONLY)				
Member	\$160	\$425	\$800	\$1500
Non-member	\$325	\$850	\$1600	\$3000

Changes to ads after posting online \$25 per occurrence

Format: Submit your ad in jpeg or gif format with website link **Size:** 600 pixels (width) X 120 pixels (height)

SUBMIT YOUR AD

Visit the [Store](#) to purchase your ad space.

Questions? Contact Diane Unção:

advertising@opa.on.ca

416-322-6866 ext 227 or 1-800-672-9668

OPA ADVERTISING POLICY

OPA cannot verify the accuracy of the claims made in advertisements and acceptance of an advertisement does not imply endorsement by the Ontario Physiotherapy Association.

OPA reserves the right to refuse any advertisement or sponsorship. Advertising or sponsorship that contravenes the mission, vision, values, positions or policies of the OPA will be refused.

All advertising and/or sponsorships will be reviewed to determine if it meets the policy prior to being accepted.