



## 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

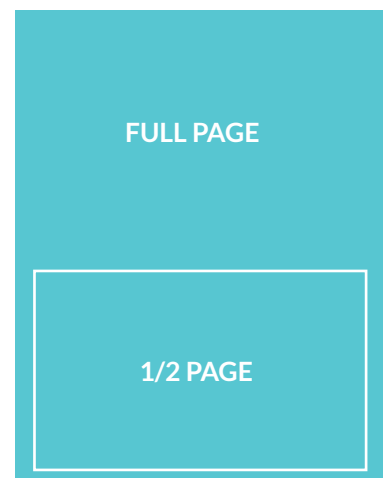
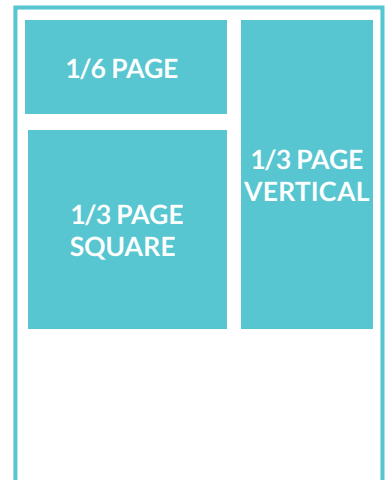


AD SIZE	1 X	2 X	3 X	4 X
1/6 page	\$310	\$590	\$870	\$1140
1/3 page	\$520	\$1000	\$1485	\$1960
1/2 page	\$750	\$1450	\$2100	\$2700
Full page (interior)	\$1230	\$2400	\$3510	\$4400
Full Page (Back)	\$1400	\$2740	\$4020	\$5080
*Insert	\$1600	\$3100	\$4530	\$5980
*Catalogue	\$2700	\$5250	\$7785	\$10 000

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.



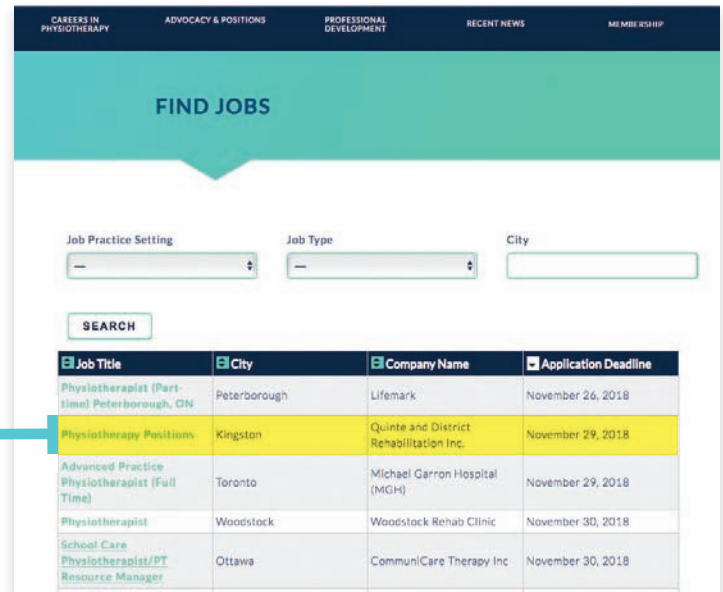
# DIGITAL

## 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:** 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

## NEW REDUCED RATES FOR 2020!

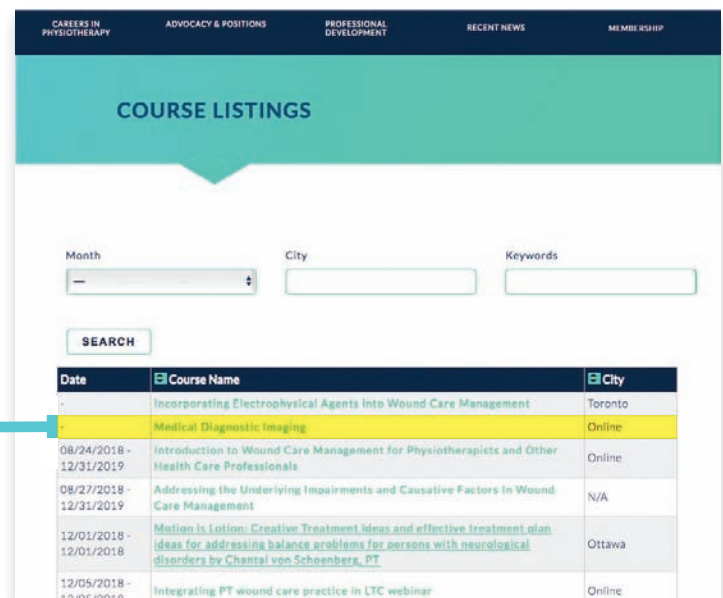
ADD HST TO ALL RATES		1 MONTH	2 MONTHS	3 MONTHS	6 MONTHS
NEW RATES	Member	\$75	\$135	\$200	\$375
NEW RATES	Non-member	\$150	\$275	\$425	\$800

## 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: MONTHLY      CIRCULATION: 5,500

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.

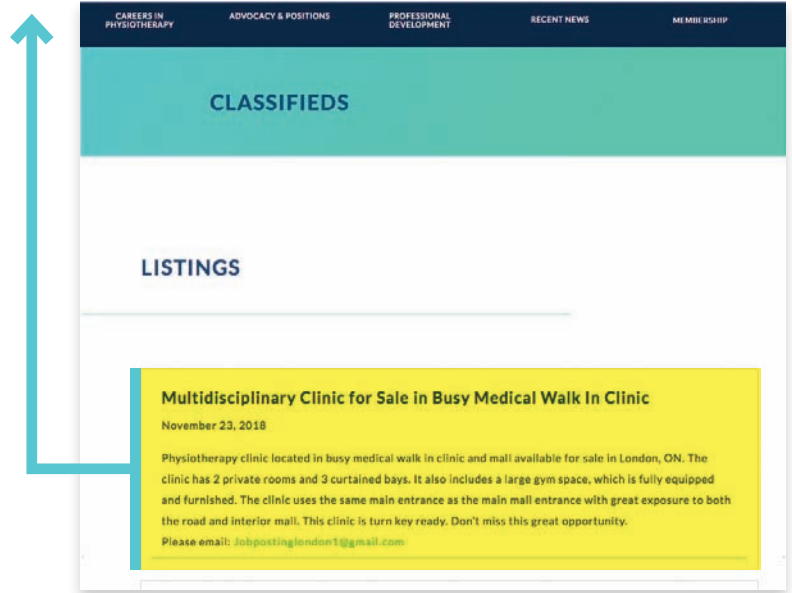
## E-NEWSLETTER: JOBS AND CLASSIFIEDS

**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

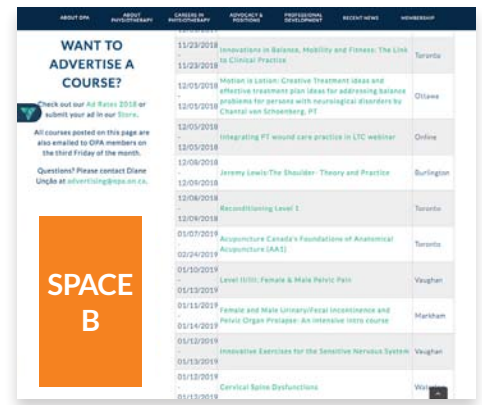
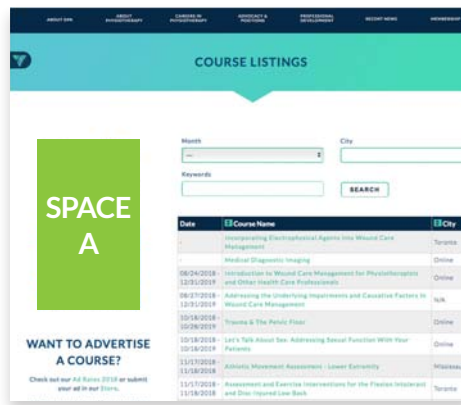


ADD HST TO ALL RATES		COST PER LISTING	
Member		\$50/Month	
Non-member		\$100/Month	

## 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.



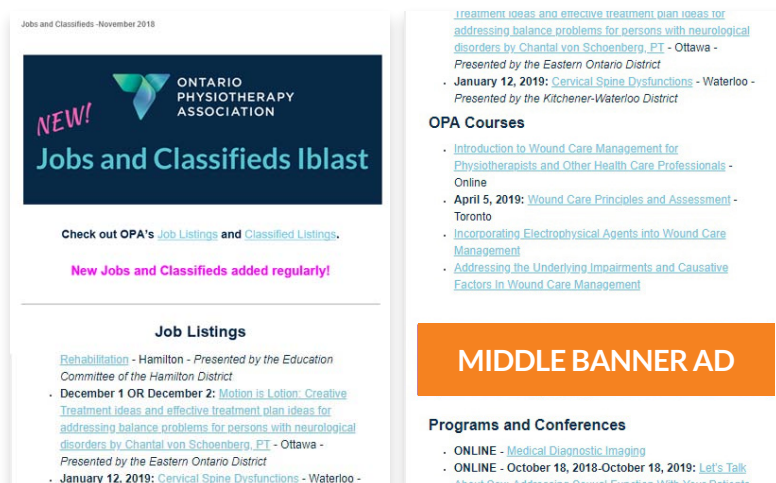
ADD HST TO ALL RATES	1 MONTH	2 CONSECUTIVE MONTHS	3 CONSECUTIVE MONTHS	6 CONSECUTIVE MONTHS	12 CONSECUTIVE MONTHS
<b>BANNER SPACE A (AVAILABLE ON JOBS AND CLASSIFIEDS PAGES ONLY)</b>					
Member	\$175	\$325	\$475	\$900	\$1700
Non-member	\$350	\$650	\$950	\$1800	\$3500
<b>BANNER SPACE B (AVAILABLE ON JOBS AND CLASSIFIEDS PAGES ONLY)</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)
<b>TOP BANNER AD (AVAILABLE IN JOBS AND CLASSIFIEDS ONLY)</b>				
Member	\$225	\$600	\$1125	\$2000
Non-member	\$450	\$1250	\$2400	\$4500
<b>MIDDLE BANNER AD (AVAILABLE IN JOBS AND CLASSIFIEDS ONLY)</b>				
Member	\$200	\$550	\$950	\$1800
Non-member	\$400	\$1100	\$2100	\$4000
<b>BOTTOM BANNER AD (OPA UPDATES ONLY)</b>				
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](mailto: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.