



# MEET YOUR AUDIENCE

Reach **5,500** members of the physiotherapy community across Ontario.

## AUDIENCE ENGAGEMENT:



**50%**  
average open  
rate for emails



**10,000**  
followers on  
Facebook



**6,000+**  
followers on  
Twitter



**3,000**  
followers on  
Instagram



**8,000+**  
followers on  
LinkedIn

WEBSITE TRAFFIC:  **20,000** unique website page views per month

MEMBERS  
EXCLUSIVE  
PRICING

OPA members get **50%** off of  
all advertising, as indicated below!



## DIGITAL

### Website Job Listings - Includes 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. All monthly listings remain online for the number of months purchased.

Job Title	City	Company Name	Application Deadline
Physiotherapist (Part-time) Peterborough, ON	Peterborough	Lifemark	November 26, 2018
Physiotherapy Positions	Kingston	Quinte and District Rehabilitation Inc.	November 29, 2018
Advanced Practice Physiotherapist (Full Time)	Toronto	Michael Garron Hospital (MGH)	November 29, 2018
Physiotherapist	Woodstock	Woodstock Rehab Clinic	November 30, 2018
School Care Physiotherapist/PT Resource Manager	Ottawa	CommuniCare Therapy Inc	November 30, 2018
Physiotherapists Needed for Toronto Wellness Centre	Toronto - North York/Scarborough Region	RightLife Medical & Wellness Centre	November 30, 2018
Part Time Position with Opportunity for Full Time	Barrie	Bear Creek Physiotherapy & Wellness	November 30, 2018
Physiotherapists	Thunder Bay	St. Joseph's Care Group	November 30, 2018
Registered Physiotherapist	Barrie	Health Partners Professionals	November 30, 2018
Practice Lead, Musculoskeletal Rapid Access Clinic for Low Back Pain Program	Orillia	Couchiching Family Health Team	December 3, 2018
Physiotherapist full time, part time or locum	Orillia	Pictou Physiotherapy &	December 7, 2018



**FREQUENCY:**  
MONTHLY



**CIRCULATION:**  
5,500

### ADDED BONUS 2022-2023: PROMOTING YOUR LISTINGS!

OPA invests in digital promotions to increase awareness of our Find Jobs landing page, and your listings. Through these paid digital promotions, active throughout 2023 on Facebook and Instagram we:

- Reached an additional 1,049,700 individuals
- Earned 2,024,299 impressions
- Directed over 12,000 individuals to our Find Jobs landing page

These ads continue in 2024!

ADD HST TO ALL RATES	1 MONTH	2 MONTHS	3 MONTHS	6 MONTHS
Member	\$85	\$155	\$225	\$400
Non-member	\$170	\$310	\$450	\$800



## 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

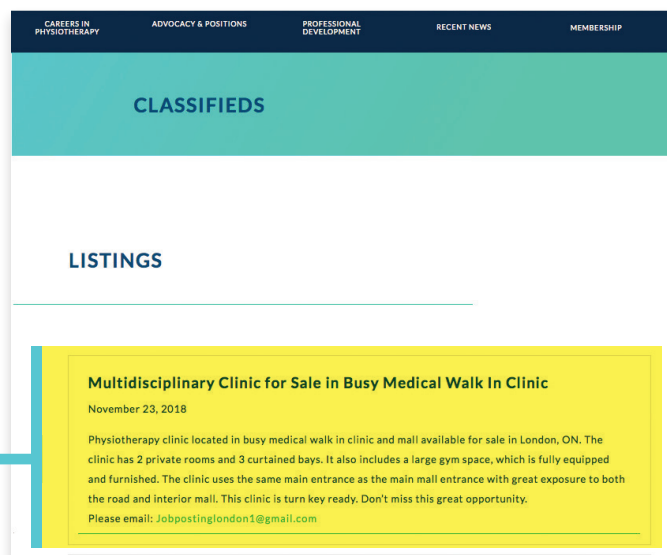
**Circulation Date:** First Friday of the month. Submit your listing by the preceding Thursday to be included in the e-newsletter. All monthly listings remain online for the number of months purchased.



**FREQUENCY:**  
MONTHLY



**CIRCULATION:**  
5,500



ADD HST TO ALL RATES	1 MONTH
Member	\$50/Month
Non-member	\$100/Month

2024 JOBS & CLASSIFIEDS CIRCULATION DATE	2024 E-NEWSLETTER CONTENT DEADLINE
Friday, January 5	Thursday, January 4 by midnight
Friday, February 2	Thursday, February 1 by midnight
Friday, March 1	Thursday, February 29 by midnight
Friday, April 5	Thursday, April 4 by midnight
Friday, May 3	Thursday, May 2 by midnight
Friday, June 7	Thursday, June 6 by midnight
Friday, July 5	Thursday, July 4 by midnight
Friday, August 2	Thursday, August 1 by midnight
Friday, September 6	Thursday, September 5 by midnight
Friday, October 4	Thursday, October 3 by midnight
Friday, November 1	Thursday, October 31 by midnight
Friday, December 6	Thursday, December 5 by midnight



## 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 Courses e-newsletter, sent to approximately 5,500 members. Course listings can be posted online within two business days.

### E-Newsletter: Courses

**Circulation Date:** Third Friday of the month. Submit your listing by the preceding Thursday to be included in the e-newsletter. All monthly listings remain online for the number of months purchased.

<b>1</b>	<b>FREQUENCY:</b>	<b>:</b>	<b>CIRCULATION:</b>
	MONTHLY	:	5,500

Date	Course Name	City
-	Incorporating Electrophysical Agents into Wound Care Management	Toronto
-	Medical Diagnostic Imaging	Online
08/24/2018 - 12/31/2019	Introduction to Wound Care Management for Physiotherapists and Other Health Care Professionals	Online
08/27/2018 - 12/31/2019	Addressing the Underlying Impairments and Causative Factors in Wound Care Management	N/A
12/01/2018 - 12/01/2018	Motion is Lotion: Creative Treatment Ideas and effective treatment plan ideas for addressing balance problems for persons with neurological disorders by Chantal von Schoenberg, PT	Ottawa
12/05/2018 - 12/05/2018	Integrating PT wound care practice in LTC webinar	Online

ADD HST TO ALL RATES	COST PER LISTING
Member	\$85/Month
Non-member	\$170/Month

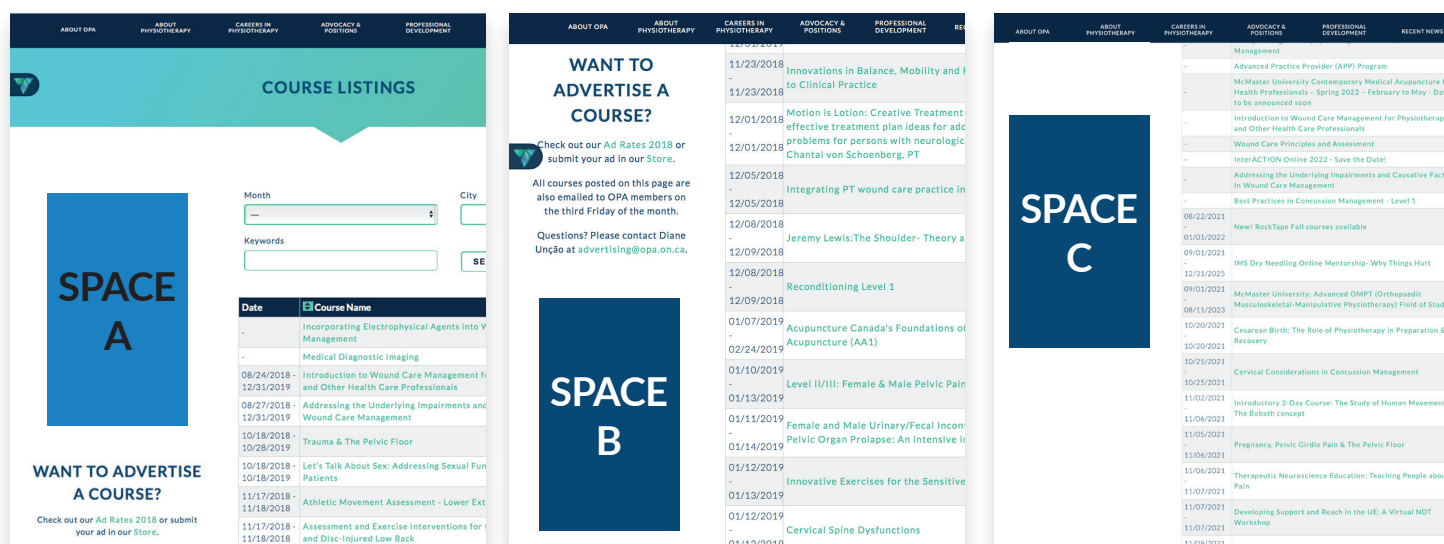
2024 COURSE LISTINGS CIRCULATION DATE	2024 COURSE LISTINGS E-NEWSLETTER DEADLINE
Friday, January 19	Thursday, January 18 by midnight
Friday, February 16	Thursday, February 15 by midnight
Friday, March 15	Thursday, March 14 by midnight
Friday, April 19	Thursday, April 21 by midnight
Friday, May 17	Thursday, May 16 by midnight
Friday, June 21	Thursday, June 20 by midnight
Friday, July 19	Thursday, July 18 by midnight
Friday, August 16	Thursday, August 15 by midnight
Friday, September 20	Thursday, September 19 by midnight
Friday, October 18	Thursday, October 17 by midnight
Friday, November 15	Thursday, November 14 by midnight
Friday, December 13	Thursday, December 12 by midnight



## 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](#).

Ads can be posted online within two business days.



ADD HST TO ALL RATES	3 CONSECUTIVE MONTHS	6 CONSECUTIVE MONTHS	12 CONSECUTIVE MONTHS
<b>BANNER SPACE A</b>			
Member	\$650	\$1150	\$2100
Non-member	\$1300	\$2300	\$4200
<b>BANNER SPACE B &amp; C</b>			
Member	\$475	\$850	\$1600
Non-member	\$950	\$1700	\$3200

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



## E-Newsletter Banner Ads

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

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

**ONTARIO  
PHYSIOTHERAPY  
ASSOCIATION**

**TOP BANNER AD**

**OPA NEWS**

**Strategic Planning for the Ontario Physiotherapy Association - Join a Strategy Hive!**

In September 2021, the Ontario Physiotherapy Association (OPA) began a strategic planning process to develop a clear vision, set of priorities, and a framework for the practice and future of physiotherapy that will guide the activities of OPA for the next three years. Through an initial exploration that included hearing from many diverse voices, we uncovered a few key themes and areas of inquiry that we hope to explore more deeply in three virtual retreats

Are you a new grad, in your first five years of practice or internationally educated? Join this Coaching Call to access experts and resources to help you in your career! Open to all OPA members who are new to practice.

Thursday, November 25, 2021 | 12:00 PM - 1:00 PM  
Coach: Courtney Bean

**Register Today. Space is limited to 15 spots only!**

Questions? Contact [Maryam Ahmed](#)  
[Login](#) before registering

**Find Out More**

**MIDDLE BANNER AD**

**COVID-19**

**Recording Available: COVID-19 Webinar Series for PTs and PTAs: Implementing COVID-19 Vaccine Policies in the Workplace**

**Telerehab Online Survey**

Are you a physiotherapy clinical instructor or student with experience participating in a TeleRehab (virtual) clinical placement?

Researchers at Western University are conducting a survey to explore experiences with telerehabilitation clinical education placements and to understand perspectives on strategies for effective mentoring, developing and evaluating the essential competencies for physical therapy entry-to-practice.

Use the link below to complete the survey and be entered to WIN one of five \$75 gift cards! You have 1 week to complete the survey once it is started.

Clinical Instructors: [https://uwo.eu.qualtrics.com/jfe/form/SV\\_29mEGKUNBK0vNr](https://uwo.eu.qualtrics.com/jfe/form/SV_29mEGKUNBK0vNr)  
Students: [https://uwo.eu.qualtrics.com/jfe/form/SV\\_2tp7XoXB2c7MBT](https://uwo.eu.qualtrics.com/jfe/form/SV_2tp7XoXB2c7MBT)

**BOTTOM BANNER AD**

Copyright © 2021 Ontario Physiotherapy Association. All rights reserved.

Our mailing address is:  
Ontario Physiotherapy Association  
110 Sheppard Avenue East, Suite B10  
Toronto ON M2N 6Y8

ADD HST TO ALL RATES	3 CONSECUTIVE E-BLASTS (SAME AD)	6 CONSECUTIVE E-BLASTS (SAME AD)	12 CONSECUTIVE E-BLASTS (SAME AD)
<b>TOP BANNER AD</b>			
Member	\$800	\$1450	\$2600
Non-member	\$1600	\$2900	\$5200
<b>MIDDLE BANNER AD</b>			
Member	\$625	\$1200	\$2250
Non-member	\$1250	\$2400	\$4500
<b>BOTTOM BANNER AD (OPA E-NEWSLETTER ONLY)</b>			
Member	\$500	\$950	\$1750
Non-member	\$1000	\$1900	\$3500

Changes to ads after posting online \$35 per occurrence

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



ONTARIO  
PHYSIOTHERAPY  
ASSOCIATION

## MEDIA KIT

### INTERACTION SPONSORSHIPS

## INTERACTION

Want to be a featured sponsor for our annual conference, InterACTION? Contact Diane at [advertising@opa.on.ca](mailto:advertising@opa.on.ca) to find out how you can reach the physiotherapy community at our premier event.

### BE THE FIRST TO KNOW



Stay up-to-date about our advertising and sponsorship opportunities. Get onto our email list! Contact Diane at [advertising@opa.on.ca](mailto:advertising@opa.on.ca).

### SUBMIT YOUR AD

[Visit the Store](#) to purchase your job, classified or course listing ad.

For all other advertising 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.*