



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 in Ontario.

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

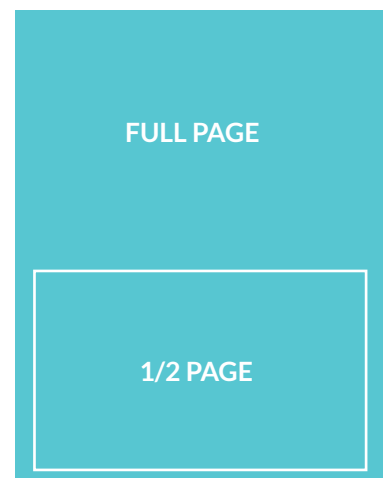
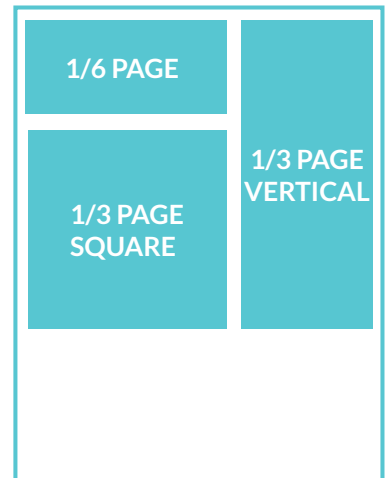


AD SIZE	1 X	2 X	3 X	4 X
1/6 page	\$310	\$590	\$870	\$1140
1/3 page	\$520	\$1000	\$1485	\$1960
1/2 page	\$750	\$1450	\$2100	\$2700
Full page (interior)	\$1230	\$2400	\$3510	\$4400
Full Page (Back)	\$1400	\$2740	\$4020	\$5080
*Insert	\$1600	\$3100	\$4530	\$5980
*Catalogue	\$2700	\$5250	\$7785	\$10 000

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

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. The e-newsletter listing includes the job title, company name, location and application deadline and a link to the website ad. Job listings can be posted online within two business days.

NEW E-NEWSLETTER: JOBS AND CLASSIFIEDS

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

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

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. The e-newsletter listing includes the title, date and location of the course and a link to the website ad.

Course Listings can be posted online within two business days.

NEW E-NEWSLETTER: UPCOMING COURSES

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

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

CLASSIFIED LISTINGS

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

NEW E-NEWSLETTER: JOBS AND CLASSIFIEDS

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

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

BANNER ADS

WEBSITE

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: Job Postings, 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

Advertise your company or product in our e-newsletter banner ad, available in bi-weekly OPA Updates, 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

SOLD

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:

Email: advertising@opa.on.ca

Phone: 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.