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# 2022 Media Planner

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## Leading the OT industry since 1917

The American Occupational Therapy Association (AOTA) is the national professional association representing the interests and concerns of occupational therapy practitioners and students of occupational therapy, established to improve the quality of occupational therapy services.

Current AOTA membership is approximately 65,000, including occupational therapists, occupational therapy assistants, and occupational therapy students. Members reside in all 50 states, the District of Columbia, Puerto Rico, and internationally. **AOTA represents 230,000 occupational therapy practitioners and students in the United States.**

AOTA's major programs and activities are directed toward assuring the quality of occupational therapy services, improving consumer access to health care services, and promoting the professional development of members.

Gain unparalleled visibility to OT practitioners through:

- **Aota.org** and **AJOT** (*American Journal of Occupational Therapy*) sites
  - 164,914 average monthly visitors
  - 572,887 average monthly page views
- **OT Practice** – AOTA official monthly publication and new expanded website with over 65,000+ readership
- **AOTA E-newsletters**
  - *OT Practice Pulse* - 58,000+ circulation to OT leaders
  - *OT Student Pulse* - 25,000+ circulation to OT students
  - *AOTA Alerts* - 58,000+ circulation to OT leaders
- **OTJob Link**
  - 21,558 average monthly page views
  - 5,800 average monthly visits
  - 1,159 searchable resumes
  - 278 views per job
- **AOTA INSPIRE 2022**
  - 6,000 OT industry attendees





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## AOTA.org

AOTA's official website has an exciting new responsive design that is utilized across all devices. Take advantage of these unparalleled opportunities to build your brand, promote your services, and sell your products 24 hours a day!

### AOTA.org website traffic

- Average monthly unique visitors: 164,915
- Average monthly page views: 572,887
- Average time spent on site: 3 minutes, 26 seconds

### AOTA.org viewers:

- 57% browse from a desktop
- 41% browse from a phone
- 1.5% browse from a tablet

### Digital Ad Options

#### Medium Rectangle Ads:

- Will rotate throughout aota.org pages
- Size: 300 x 250 Pixels
- \$3,500 per month

#### Leaderboard Ads:

- Will rotate throughout aota.org pages
- Size: 728 x 90 Pixels
- \$3,000 per month

### File Size

For an image file, maximum 200KB

## American Journal of Occupational Therapy (AJOT) site

### Medium Rectangle Ads:

- Will rotate throughout aota.org pages
- Size: 300 x 250 Pixels
- \$3,500 per month



## OT Practice Pulse Digital Newsletter

### News That Members Read—and Use!

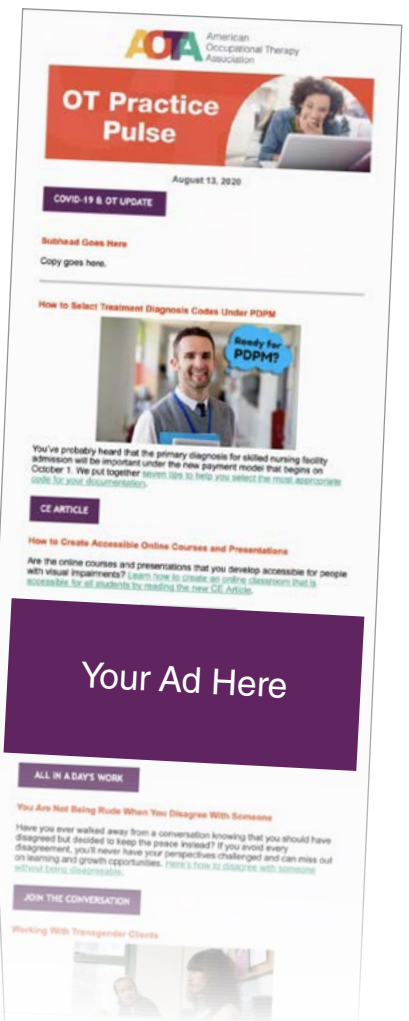
Broadcast your latest job opening, continuing education offering, or product launch in AOTA's digital newsletter! A broadcast email is delivered to thousands of AOTA members, providing highlights of news, advocacy, and trends.

Rate: \$1,800

**An EXCLUSIVE Sponsorship**  
 Get a web link in the email, a 40-word description, and a graphic  
 (250 w x 250 h pixels)

Publication Date	Submission Deadline
January 11	January 4
January 25	January 18
February 8	February 1
February 22	February 15
March 8	March 1
March 22	March 15
April 12	April 5
April 26	April 19
May 10	May 3
May 24	May 17
June 14	June 7
June 28	June 21
July 12	July 5
July 26	July 19
August 9	August 2
August 23	August 16
August 30	August 23
September 13	September 6
September 27	September 20
October 11	October 4
October 25	October 18
November 8	November 1
November 22	November 15
December 6	November 29
December 20	December 13

**CIRCULATION:**  
58,000+



## OT Student Pulse Digital Newsletter

Want to reach OT students? *OT Student Pulse* is the answer!

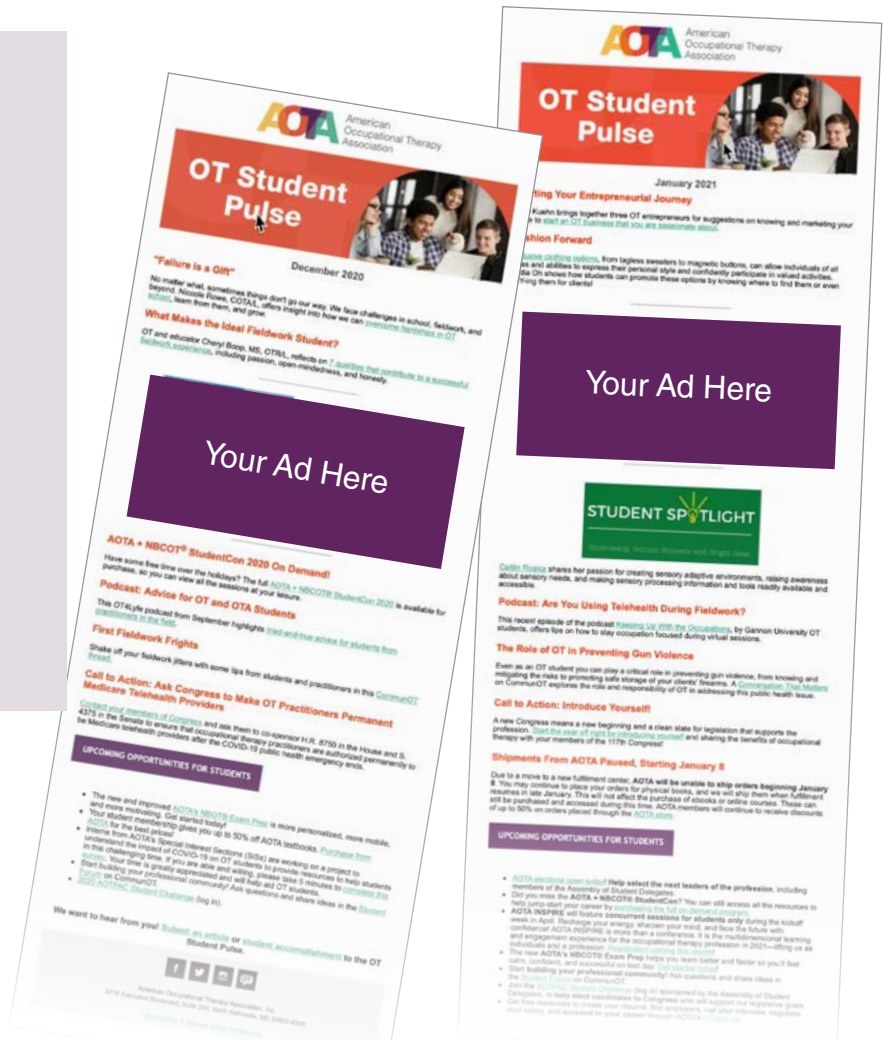
Broadcast your advanced program, or your latest job offering in AOTA's digital newsletter just for students. Monthly issue features news and articles selected to address topics of interest for our current student readers.

Rate: \$1,200

**An EXCLUSIVE Sponsorship**  
 Get a web link in the email, a 40-word description, and a graphic (250 w x 250 h pixels)

Publication Date	Submission Deadline
January 6	December 15
February 3	January 19
March 3	February 16
April 7	March 23
May 5	April 20
June 2	May 18
July 7	June 22
August 4	July 20
September 1	August 24
October 6	September 21
November 3	October 19
December 1	November 22

**CIRCULATION: 25,000+**



## AOTA Alerts Digital Newsletter

### News That Members Read—and Use!

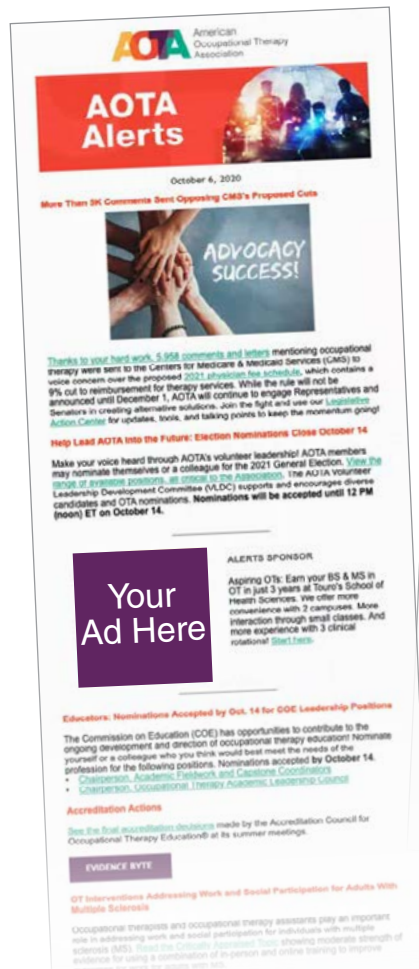
Broadcast your latest job opening, continuing education offering, or product launch in AOTA's digital newsletter! A broadcast email is delivered to thousands of AOTA members, providing highlights of news, advocacy, and trends.

Rate: \$1,800

**An EXCLUSIVE Sponsorship**  
 Get a Web link in the email, a 40-word description, and a graphic (250 w x 250 h pixels)

Publication Date	Submission Deadline
February 1	January 25
March 1	February 22
April 5	March 29
May 3	April 26
June 7	May 31
July 5	June 28
August 2	July 26
September 6	August 30
October 4	September 27
November 1	October 25
December 13	December 6

**CIRCULATION:**  
58,000+



## OTJobLink

OTJobLink.org is the Online Resource OTs and OTAs Turn to FIRST!

With job searches and résumé posting open to all occupational therapy professionals, advertising your open positions on OTJobLink.org will ensure your immediate access to the most qualified occupational therapy professionals.

## Job Postings

As a registered, active employer, you will be able to:

- Easily customize job postings to reach the candidates you want.
- Search and view résumés by location, practice area, salary, and experience level.
- Manage your postings with tools that allow you to update your posting, view statistics on hits and applications, repost expired postings, and more.

## Rates

One 30-day posting .....	\$350
Three 30-day postings.....	\$800



## Display Ads

Drive traffic directly to your employment website! OTJobLink.org display ads help you gain the attention of job seekers and distinguish your organization's employment opportunities from the others by providing a direct link to your website.

### Quarterly Rates

Banner.....	\$2,600
430 w x 78 h pixels (72 DPI)	
Button .....	\$1,800
150 w x 260 h pixels (72 DPI)	

## Formats

Standard JPG, GIF, and animated GIF files are accepted. No flash files. Maximum file size is 35KB.

## Premium Enhanced Posting Rate: \$550

### Employers receive:

- Posting (30 days) online at OTJobLink.org
- Listing/link under Featured Employment Opportunities in AOTA's twice-monthly *OT Practice Pulse* Digital Newsletter
- Highlighted job posting and prominent visibility to job seekers

Maximum dimensions are 278 w x 88 h pixels.



## Tailored Packages

Tailored packages are available to best meet your specific hiring needs and maximize your recruitment budget. Call 800-877-1383, ext. 1103, for further details.

## OT Practice Magazine

**Connect with the occupational therapy community!**

OT Practice reaches all AOTA members in print and online, extending the reach of your advertising campaign. OT Practice now has a new, expanded website and enhanced digital version featuring new advertising opportunities.



### Editorial Advertising Rates

Size	1x	6x	12x
Full page	\$3,200	\$2,900	\$2,600
1/2	\$2,400	\$2,200	\$2,000
1/3	\$1,600	\$1,500	\$1,300
1/4	\$1,200	\$1,100	\$1,000
Spread	\$4,100	\$3,800	\$3,600
Cover II, IV	\$4,100	\$3,700	\$3,200
Cover III	\$4,000	\$3,100	\$2,900

### Editorial Ad Sizes

(in inches)	Width	Height
Full Page (no bleed)	7.125	9.875
1/2 horizontal	7.125	4.875
1/2 vertical	3.375	9.750
1/3 square	4.625	4.625
1/3 vertical	2.250	9.750
1/4	3.375	4.750
Page trim size	8.125	10.875
Bleed size	8.375	11.125

See specifications on page 12 for further advertising details and instructions.

## Recruitment & Continuing Education Ad Rates

Size	1x
Full page	\$3,200
1/2	\$2,400
1/3	\$1,600
1/6	\$800
1/9	\$700
1/18	\$500
Spread	\$4,100
Cover II, IV	\$4,100
Cover III	\$4,000

## Recruitment & Continuing Education Ad Sizes

(in inches)	Width	Height
Full Page (no bleed)	7.125	9.875
1/2 horizontal	7.125	4.375
1/3 square	4.687	4.375
1/3 vertical	2.250	9.187
1/6	2.250	4.375
1/9	2.250	2.750
1/18	2.250	1.187
Page trim size	8.125	10.875
Bleed size	8.375	11.125

See specifications on page 12 for further advertising details and instructions

## Calendar Listings

1-2x	3-9x	10+x
\$110	\$100	\$90

Listings over 15 lines must be edited, or a continuing education display ad must be purchased.

## OT Practice Magazine 2022

OT Practice Magazine offers updates, capital reports, continuing competence and continuing education articles, research updates, and feature articles written by experienced occupational therapy professionals to give readers what they want and need to know about their profession. With a circulation of more than 64,000 active and engaged readers who pay to receive OT Practice, you have the opportunity to confidently market your company's products, services, continuing education, and employment opportunities or to begin a new initiative.

Month	Editorial Ad Deadline	Recruitment Ad Deadline	Theme
January	November 24	December 3	Brain Injury
February	December 23	January 6	Dementia
March	January 27	February 3	Conference Preview
April	February 24	March 3	AOTA INSIRE 2022
May	March 24	March 31	Home Health
June	April 28	May 5	Sensory Integration & Sensory Processing
July	May 25	June 2	Children & Youth
August	June 22	June 29	Stroke
September	July 28	August 4	Home Modifications
October	August 31	September 8	Employment & Careers
November	September 28	October 5	Students and New Practitioners
December	October 31	November 7	Driving

# SIS Quarterly Practice Connections— A supplement to OT Practice

## Target Specific Occupational Therapy Market Segments!

Your company will be recognized as the sponsor of one of the Practice Area sections in the *SIS Quarterly Practice Connections*. Each sponsorship includes a 1/2 page ad in the selected practice area editorial pages so you can customize your message for an audience of key prospects.



### Choose from these practice areas:

Children & Youth	\$1,000
Health & Wellness	\$1,000
Mental Health	\$1,000
Productive Aging	\$1,000
Rehabilitation, Disability, & Participation	\$1,000
Work & Industry	\$1,000
Education	\$1,000
Cover II, IV	\$2,100

### Space and Material Deadlines

Issue Month	Deadline	Theme
February	December 23	Population Health/ Social Determinants of Health
May	March 24	No Theme Specified
August	June 22	Neurodiversity
November	September 28	Strengths-Based Practice

### Ad Specifications

**Cover:** 7.5 x 9.83 inches  
8.375 x 11.125 inches w/bleed

Full Color

**1/2 Page:** 7.5 x 4.67 inches

PMS 3516 spot color  
orange and black only

**Format & Resolution:**  
EPS, PDF, or TIF, 300 DPI min.

## Advertising Specifications and Policies

Publisher takes no responsibility for reproduction if these requirements are not met.

All new submissions will be reviewed for print specifications. While the publisher makes a reasonable attempt to identify errors in supplied materials, it assumes no responsibility for advertiser-supplied materials that are incomplete or that do not adhere to our specifications.

### Publication Specifications

#### **OT Practice Magazine**

**Trim Size:** 8.125" x 10.875"

**Live Area (no bleed):** 7.125" x 9.875"

**Bleed Size:** 8.375" x 11.125" (extend a minimum of 1/8" beyond trim on all sides)

**Binding Method:** Saddle stitched

**Printing Process:** Web offset (SWOP standards apply to all ad materials)

**Color:** 4-color process throughout (spot colors must be built in CMYK)

#### **SIS Quarterly Practice Connections**

**Trim Size:** 8.125" x 10.875"

**Live Area (no bleed):** 7.125" x 9.875"

**Bleed Size:** 8.375" x 11.125" (extend a minimum of 1/8" beyond trim on all sides")

**Binding Method:** Saddle stitched

**Printing Process:** Web offset (SWOP standards apply to all ad material)

**Color:** PMS 3516 & black ink (inside pages); CMYK (covers)

### Cancellation Policy

Unless otherwise stated in advertising contract, all print advertising not canceled 30 days prior to the publication mail date is 100% liable for ad space.

### Payment

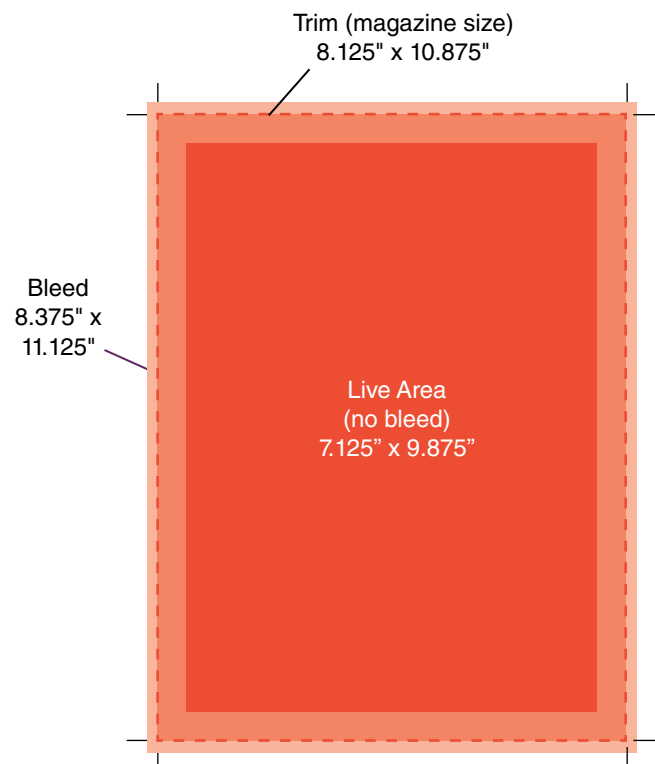
All companies and advertising agencies outside of the United States must prepay for each advertisement placed.

### Ad Production & Submission

Submit your copy as an attached text document or as part of your email message. Submit any logos or graphics as separate attachments; high resolution TIF, JPEG, grayscale or bitmap.

### Material Specifications

PDF files are the preferred digital format. CMYK (*OT Practice*), PMS 3516 + black (*SIS Quarterly inside pages*), CMYK (*SIS Quarterly covers*) or grayscale; all fonts embedded; high-resolution images; Press Quality PDF, EPS, JPEG and TIF files are acceptable at 300 DPI minimum.



## AOTA INSPIRE | 2022 Annual Conference & Expo

March 31–April 3, 2022 | San Antonio, Texas

Reach the world's largest gathering of occupational therapy professionals—more than 6,000 researchers, practitioners, educators, administrators, and students—at AOTA INSPIRE 2022! AOTA is the place to make a positive and lasting impression on this valuable audience by interacting face-to-face with thousands of key health care decision makers in the occupational therapy market. The demand for occupational therapy practitioners to help individuals dealing with the social, emotional, and physical effects of aging, illness, and injury continues to grow. AOTA is at the heart of this ever-expanding profession, bringing exhibitors face-to-face with professionals who fuel the growth of the industry and improve the lives of millions of people.

### What exhibitors say about our Expo Hall and Conference attendees:

“It is helping us to recruit an OTA director; interviewing today. I would strongly recommend this venue.”

—*Oliver Borden, San Juan College: School of Health Sciences*

“We had excellent traffic throughout, great conversations, and the students were such fun to interact with (and also very knowledgeable and inquisitive). I can't imagine the work involved in putting together an event of that magnitude, and it was pulled off beautifully.”

—*Mindy Wardenburg, Mercer Consumer*

“INCREDIBLE amount of traffic the first evening of the event. I gave away 2/3 of what I brought to give away at the entire Expo. Much more than I expected, and did more than I would have at four university job fairs.”

—*Sue Harlow, TriHealth*

“This show is a must for the future growth of your business.”

—*Susan Whorff, Grampa's Garden & Weighted Comfort Solutions*

**AOTA was one of the most successful conferences we have ever attended. Not only was it so knowledgeable but the community was so welcoming and supportive. We felt like we were part of a big family!**

—*Hanza Naqvi, Kudo Banz*

### What our Conference attendees say about their Expo Hall experience:

“The Expo was incredible. I got a chance to see so many amazing things that I didn't even know existed.”

“The Expo Hall – I need to be able to see, touch, and try various products to understand them. It was wonderful being able to talk to program developers, inventors, sales representatives, etc. about their products/services.”

“Love the Expo; hands-on exploration of products.”

## Exhibit

Connect to more than 6,000 occupational therapy professionals and more than 350 exhibitors at AOTA INSPIRE | 2022!

### In the Expo Hall, you will:

- **Gain** direct access to thousands of health care decision makers.
- **Welcome** steady traffic at your booth.
- **Network**, influence, and interact with occupational therapy practitioners, students, educators, dealers, and distributors—the entire industry—all in one place.
- **Showcase** your products and services, continuing education, or career opportunities in a specialized forum.

### Exhibit Hours

Thursday, March 31 ..... 12:30 pm–5:00 pm  
Friday, April 1 ..... 10:00 am–5:00 pm  
Saturday, April 2 ..... 9:00 am–Noon

### Exhibit Set-up

Wednesday, March 30 ..... 8:00 am–6:00 pm  
Thursday, March 26 ..... 8:00 am–10:00 am

### Exhibit Dismantle

Saturday, April 2 ..... Noon–6:00 pm

## Booth Rates

**Standard Booth**—rental fee for exhibit space is twenty-five dollars (\$25.00) per net square foot (\$2,500 per 10' by 10' standard booth)

**Corner Booth**—rental fee for exhibit space is twenty-six dollars (\$26.00) per net square foot (\$2,600 per 10' by 10' corner booth)

**Premium Booth**—rental fee for exhibit space is twenty-seven dollars (\$27.00) per net square foot (\$2,700 per 10' by 10' premium booth)

**Small Business Non-Profit Booth\***—restricted to specific in-line booths in designated areas of the floor plan (\$1,500 for 10' by 10' booth, to include 6ft skirted table, 2 chairs, wastebasket, and carpet).

*\* To qualify for a non-profit table top rate, you must supply proof from either the IRS or the taxing body from the state in which your company is registered/licensed along with this contract.*

# Conference & Events

## Present

Take exhibiting to the next level by participating in these 45-minute sessions that allow you to showcase the occupational therapy applications of your products or services in an educational setting. Reach current and potential customers with hands-on demonstrations and in-depth information on how they'll benefit from your company's products. Attendees enjoy the face-to-face time with exhibitors and many exhibitors find these opportunities an invaluable part of their marketing efforts.

In addition, seminar presenters will be given a pre-show attendee mailing list to which they can market their seminar presentation. A high-resolution, 4-color logo should be submitted for inclusion in signage and printed promotions.

Attendees receive .75 contact hour (.75 NBCOT PDU), and the seminars must be reviewed by AOTA to be accepted into the program to ensure they are occupational therapy-related and educational by nature.

Exhibitor-Sponsored Seminars are available only to registered exhibitors. A 100% cancellation fee applies.

**Cost: \$1,500**

## Sponsor

AOTA offers tiered opportunities to provide heightened brand exposure. Sponsor recognition is woven into the AOTA Inspire conference. Visionary, Trailblazer and Leader levels are available with rates for all budgets.

## Connect

### Pre- and Post-Conference Attendee Mailing Lists

Increase traffic to your booth and follow up with attendees by ordering pre- and post-Conference mailing lists for AOTA INSPIRE 2022 for your pre- and post-Conference promotion. Pre-Conference lists are available approximately 4 weeks prior to Conference.

Physical mailing only (no emails).

Electronic Excel file. Available to Exhibitors only.

### Rates

Pre-Show List \$350

Post-Show List \$350

Pre- and Post-Show List \$400

## Occupational Therapy Month

Show your support of occupational therapy!

**OCCUPATIONAL THERAPY**

PASSION. PURPOSE. POSSIBILITY.

Each year in April, occupational therapists, occupational therapy assistants, and students in practice, education, research, and science host a month-long celebration showcasing the importance of occupational therapy.

The OT Month sponsorship is an excellent way to get your company's marketing message to thousands of occupational therapy practitioners, while showing that you support their profession.

### Sponsorship

Your company's logo will appear as a supporter of the OT Month campaign in:

- A press release sent to state OT associations
- 4-color *OT Practice* OT Month display advertising developed by AOTA in 1/2 page (or larger) ad with your logo
- Logo included on vendor home page with OT Month catalog
- The *OT Practice Pulse* in April 2022.

## List Rentals

### Get a Mailing List of AOTA's Practicing OT and OTA Members!

The success of your direct-mail campaign depends first on the quality of your list. AOTA's list rental service can tailor a list to meet your needs based on facility setting, membership category, practice area, Special Interest Section, and geographical area as specific as zip code prefix. Our clean, customized lists are updated daily, and 95% deliverability is guaranteed.

AOTA now offers an online List Rental Kiosk. This new service allows you to get estimated counts and costs; change parameters to tailor your list to your desired record count; and submit your list request any time of day or night. The kiosk is open 24/7!

All list rentals will now be processed through this online kiosk. Please place your online order by going to <https://myaota.aota.org/ListRental.aspx>.

Contact [listrental@aota.org](mailto:listrental@aota.org) with any questions.

#### Format and Rates

Email transfer: Excel file, \$130 per thousand names, minimum charge \$160. \$30 processing fee for all orders. Minimum charge includes processing fee. Pre-payment is required.

Discounts are available for recognized list brokers. Prices are subject to change without notice.

We do not rent e-mail addresses.

#### Practice Areas/ Facility Settings/ Special Interest Sections

- Academic Education
- Administration
- Assistive Technology
- Children & Youth
- Community Based
- Developmental Disabilities
- Early Intervention
- Freestanding Outpatient
- Geriatrics/Productive Aging
- Hand Therapy
- Home & Community Health
- Hospital
- Mental Health
- Pediatrics
- Private Practice
- Rehabilitation & Disability
- School System
- Sensory Integration & Processing
- Skilled Nursing/Long-Term Care
- Subacute
- Visual Impairment
- Work/Industry/Ergonomics



## Contact Us

### Exhibit Sales, Advertising, and Sponsorship & Meetings

Contact: Dianne Vance, CAE  
Phone: 301-652-6611, ext.1103  
E-mail: [dvance@aota.org](mailto:dvance@aota.org)

### AOTA List Rental Service

Contact: List Rental Manager  
Phone: 301-652-6611, ext. 2767  
E-mail: [listrental@aota.org](mailto:listrental@aota.org)



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