



Media Information 2024

Connect to OT Practitioners
Maximizing Health for All People



Align with AOTA

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 advance occupational therapy practice, education, and research.

Current AOTA membership is approximately 54,000, including:

- ▶ Occupational Therapists
- ▶ Occupational Therapy Assistants (OTAs)
- ▶ 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.

Reaching OTs, OTAs, and OT Students on Every Platform

Printpage 3

OT Practice is the monthly, go-to source and flagship magazine of AOTA. Our readers are loyal, passionate, and engaged. **OT Practice** has a circulation of 54,000 in print and digitally to all career levels of OTs. Advertising and thought leadership/sponsored content opportunities are available.

Digital.page 3

Ads from the print version of **OT Practice** automatically appear in the digital version! The digital version is emailed to all AOTA members monthly, with specific articles highlighted for greater visibility.

Onlinepage 8

Our websites (AOTA.org and *AJOT*) contain engaging content and valuable OT resources, driving high traffic. Campaign opportunities include banner ads, programmatic advertising, webinars, and job postings on AOTA's job board.

E-newsletterspage 11

Our AOTA e-newsletters reach OT practitioners and OT students. Campaign opportunities include ad placement in **OT Practice**, *OT Essential*, and *OT Student Pulse*.

Podcastspage 14

The AOTA podcast is an informative and entertaining conversation about the OT industry. Hosted by OT Matt Brandenburg, the monthly podcast features experts in the field of occupational therapy from various areas of practice. Heading into its third year, it currently averages 3,000 listeners per episode.

Social Mediapage 14

200,000 combined followers on AOTA's Instagram and Facebook platforms.

OT Month.page 15

Demonstrate your support to the OT profession with and showcase your message to thousands of occupational therapy practitioners.



OT Practice Magazine

OTs turn to OT Practice

OT Practice magazine, the monthly flagship magazine of AOTA, offers essential insights into practice trends that practitioners can't get elsewhere. Articles include hands-on techniques, policy updates, career advice, and more.

OT Practice reaches all 54,000 AOTA members in print and/or digital format, extending the reach of your advertising campaign.

Our readers value OT Practice.

- ▶ OT Practice is consistently rated a top AOTA member benefit.
- ▶ 85% of readers are likely to recommend OT Practice to a friend or colleague.
- ▶ The average reader reads 3 out of 4 issues of OT Practice, and spends about 15 minutes reading a typical issue.
- ▶ Nearly 33% pass along their copy to colleagues, over 50% file/use it as a reference tool.
- ▶ As a result of seeing ads in OT Practice, 68% visited an advertiser's website, bought the product or service advertised, saved the ad for future reference, or routed to other staff.



"Run of Publication" 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

"Run of Publication" 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

Advertising Deadline: Ads are due the 25th of 2 months prior to publication (e.g., January ads are due November 25th). Email ads to ads@aota.org

Print & Digital



Happy rock climber, bouldering in Bisho
 Rock climbing has been used with r
 impairments commonly seen by occupational therapy
 climbing can be adapted for all functional levels and graded to chan
 performance skills and client factors. This article highlights the man

Empowering ESSA's value in schools
 Patricia Laverdure, Amy B. VanCamp, and Bridgette LeCompte, Volume 28 • Issue 4 • April 2023, pp. 15-19
 04/01/2023

SHARE
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 PRINT

Leveraging Competencies of Fieldwork and Capstone Students
 Since the enactment of the Education for All Handicapped Children Act (Public Law 94-142) in 1975, occupational therapy practitioners (OTPs) have been instrumental in providing services to students with disabilities.

PUBLICATIONS

OT Practice® magazine

OT Practice offers essential insights into practice trends that you can't get anywhere else. Articles include hands-on techniques, policy updates, career advice, job opportunities, and more.

Explore the perspectives and solutions shared by practitioners that can inform the life-changing care you provide across your career.

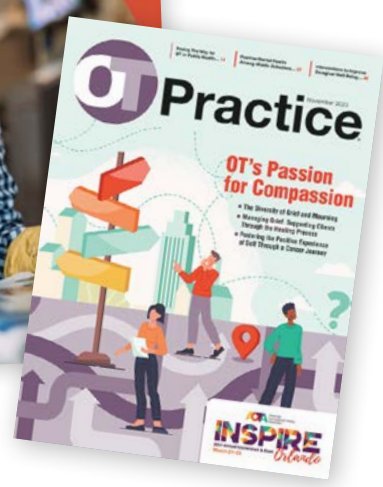
AOTA members: Log in to obtain access to the latest articles from OT Practice.

[JOIN AOTA FOR FREE ACCESS](#) → [SUBSCRIBE](#)

BROWSE THIS SECTION

ARTICLES ISSUES SUBSCRIBE FAQ

AUTHORS GUIDE



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

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

OT Practice Editorial Calendar

Plan your ad schedule around a year of OT related content.

Month	Run of Publication Ad Deadline	Recruitment Ad Deadline	Sponsored Content Focus	Sponsored Content Ad Deadline
January	November 21	November 29		
February	December 19	January 3	Recruitment Trends	December 5
March	January 24	January 31		
April	February 21	February 28		
May	March 27	April 3	What's New in Universities	March 5
June	April 24	May 1		
July	May 21	May 29		
August	June 24	July 1	Starting a Private OT Practice	June 6
September	July 24	July 31		
October	August 27	September 4		
November	September 25	October 2	Behavioral and Mental Health	September 5
December	October 23	October 30		

OT Practice 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)

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.

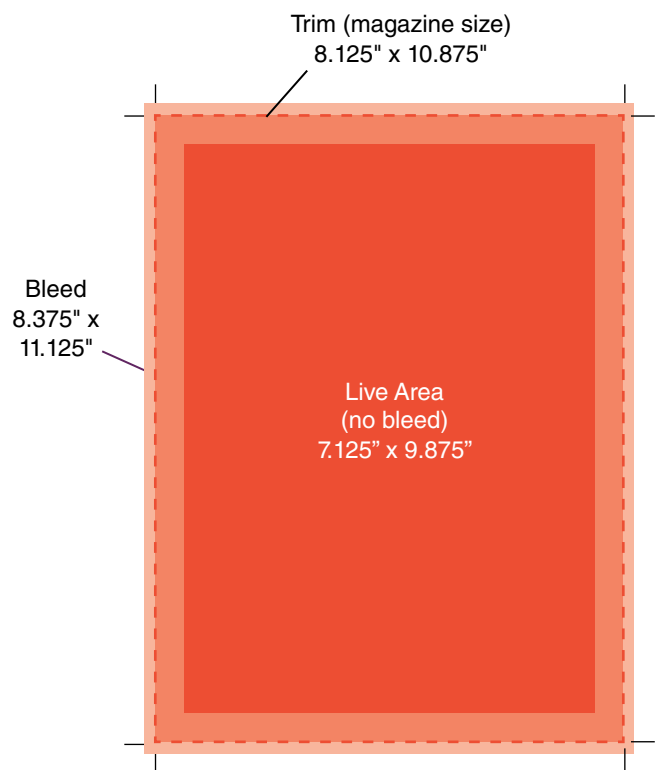
Ad Production & Submission

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.

Email ads to ads@aota.org

Material Specifications

PDF files are the preferred digital format. CMYK or grayscale; all fonts embedded; high-resolution images; Press Quality PDF, EPS, JPEG and TIF files are acceptable at 300 DPI minimum.



Sponsored Content—OT Practice

Showcase your thought leadership, commitment, and contributions to occupational therapy. **OT Practice** now offers opportunities beyond traditional advertising to reach OT practitioners. AOTA staff can help you share your expertise and educate occupational therapy practitioners through:

OT Practice Advertorials

Rate: Earned frequency rate, for FP, 4c ad (please see page 3)

Run of book articles published in **OT Practice** and showcased on AOTA's website. Four scheduled in 2024. Full page participating advertisers will be interviewed, quoted, and showcased in the piece while their ad runs within the article. Advertisers will be supplied with a pdf of the final article for marketing or other use. Themes as follows (limited 5 advertisers for each topic!)

February OT Practice	Recruitment Trends
May OT Practice	What's New in Universities
August OT Practice	Starting a Private OT Practice
November OT Practice	Behavioral and Mental Health

Other Sponsored Content Options Rate: \$4,000 per page

▶ **Single Sponsored Articles:**

Your topic, your expertise, your thought leadership demonstrated in a journalistically reported piece on a subject of critical interest to AOTA members. Rate includes copywriting and design of the final piece.

▶ **Q&As:**

Let your leadership expound on issues of concern to AOTA members in a carefully directed and edited interview section couched in thought leadership. Rate includes copywriting and design of the final piece.

▶ **Executive Byliners:**

Give your leaders the opportunity to demonstrate their expertise and thought leadership while exploring a topic of concern to both your company and our membership, with copy carefully crafted by our sponsored content editorial team. Rate includes copywriting and design of the final piece.

▶ **Infographics:**

Sometimes pictures are worth 1,000 words, especially when presented in the increasingly popular infographic format. We'll work with you to determine which stories are best told infographically, and then turn them over to our team of artists and writers to develop them. Rate includes creation, copywriting, and design of the final piece.

AOTA.org, AJOT site Ads and Retargeting

AOTA's official website provides you with unprecedented opportunities to build your brand, promote your services, and have a visual impact, 24 hours a day. AOTA's website contains engaging content and valuable OT resources that AOTA members rely on regularly.

Your brand benefits from high traffic and being positioned within related OT content.

AOTA.org website traffic

- ▶ Average monthly unique site users: 93,600
- ▶ Average monthly page views: 545,392
- ▶ Average time spent on site: 1 minute, 34 seconds

AOTA.org viewers

- ▶ 59% browse from a desktop
- ▶ 40% browse from a phone
- ▶ 1% browse from a tablet

AOTA.org Options

Medium Rectangle Ads

- ▶ Will rotate throughout AOTA.org pages
- ▶ Size: 300 x 250 pixels
- ▶ \$3,800 per month

Leaderboard Ads

- ▶ Will rotate throughout AOTA.org pages
- ▶ Size: 728 x 90 pixels
- ▶ \$3,400 per month

File Size and Format

- ▶ File size: For an image file: maximum 200KB
- ▶ File format: jpg, png or gif with link to url.
Send to ads@aota.org



American Journal of Occupational Therapy (AJOT) site

<https://research.aota.org/ajot>

#3 most viewed pages within AOTA's site. *AJOT* is an official publication of AOTA, publishing peer-reviewed research examining effectiveness and efficiency of occupational therapy practice so that practitioners can make informed, evidence-based decisions about best practice. *AJOT* annually publishes 6 issues online containing research, studies, and articles.

AJOT Ad Options

Medium Rectangle Ads

- ▶ Will appear on <https://research.aota.org/ajot> pages
- ▶ Size: 300 x 250 pixels
- ▶ \$3,800 per month

File Size

- ▶ For an image file, maximum 200KB

Programmatic Advertising

Reach AOTA website visitors after they leave our site. AOTA is pleased to announce it has partnered with North America's largest B2B publisher, Multiview, to offer exclusive website retargeting.

With retargeting advertising, you can continue to reach AOTA website visitors even after they leave the website. This type of digital advertising keeps your company top of mind as website visitors browse the web and their favorite social media platforms.

If you'd like to learn more about retargeting from aota.org, please email salesinquiries@multiview.com or call 972-402-7070.

AOTA Webinars

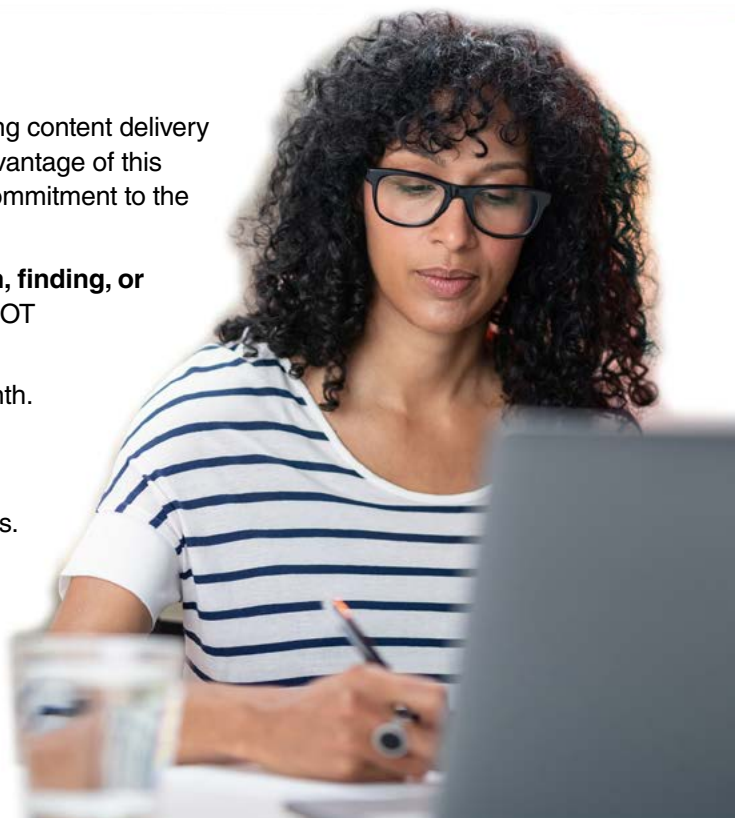
\$5,000 per webinar

Sponsored AOTA webinars are your opportunity to use a compelling content delivery vehicle to reach a **captivated OT practitioner audience**. Take advantage of this powerful opportunity to showcase your expertise, reinforce your commitment to the OT industry, and align your brand with AOTA.

As a webinar sponsor, you will agree to **present your information, finding, or case study** in an objective way that both benefits and informs the OT audience.

- ▶ Monthly calendar will be set with different topics each month.
- ▶ Average 2023 webinar attendance—200
- ▶ Webinars will be marketed to AOTA members, and each sponsor will receive a post-event list of all opt-in registrants.
- ▶ Discounts will be given for multiple webinars throughout the upcoming year.
- ▶ Contact us for more benefits and to get your webinar on AOTA's Calendar

Don't have a prepared webinar? Sponsor one of AOTA's webinars! Contact us for the current list.



OTJobLink

Looking for your newest OT?

OT JobLink (aota.otjoblink.org) is the premier occupational therapy career center. Job vacancies are sorted by OT specialty, geographic location, and other criteria. It's a fast, confidential tool that is cherished by both employers and job seekers. Employers are able to post jobs in real time format, search the resume database, track online activity and receive auto notification of new prospects.

- ▶ 11,597 average monthly page views
- ▶ 3,350 average monthly visits
- ▶ 613 searchable resumes
- ▶ 284 views per job
- ▶ Careers is #2 most visited page on AOTA.org

OT JobLink Job Posting Rates

30-Day Job Posting: \$300

- ▶ 1 job posting
- ▶ 30 days online
- ▶ Résumé search access

Job Posting Add Ons

- ▶ Featured Jobs: Starting at \$150
- ▶ Programmatic Advertising: \$350

Stand out from the crowd of job openings with an Enhanced Posting!

- ▶ Programmatic Enhanced Posting: \$600

Virtual Career Fairs

Four AOTA Virtual Career Fairs scheduled for 2024. Options for virtual booths, job postings, and enhancements.

- ▶ Wednesday, January 24, 2024
(12 noon–3:00 pm EST)
- ▶ Wednesday, April 10, 2024
(12 noon–3:00 pm EDT)
- ▶ Wednesday, July 26, 2024
(12 noon–3:00 pm EDT)
- ▶ Wednesday, October 23, 2024
(12 noon–3 pm EDT)

Post your jobs on *OT JobLink* to reach extraordinary candidates in the occupational therapy field!

Contact Erik Kersteter for all your OT recruitment and posting needs.

703.964.2784

erik.kersteter@naylor.com



AOTA e-newsletters

AOTA's e-newsletters consistently have much higher open rates than the industry standard of 15%-25%. AOTA e-newsletters have open rates of 40% or higher.

OT Practice – 54,000 distribution to all levels of OTs

OT Essential – 54,000 distribution to all levels of OTs

Student Pulse – 20,000 OT students

OT Practice e-newsletter

Reach AOTA members with an ad in the e-newsletter with articles from **OT Practice**—information and resources that directly affect readers' occupational therapy practice.

Frequency	Monthly
Date Sent	Second Wednesday of each Month
Circulation	54,000 OT Leaders
Advertising Rate	3 ad spots available: \$1,500/issue

Ad Purchase Includes:

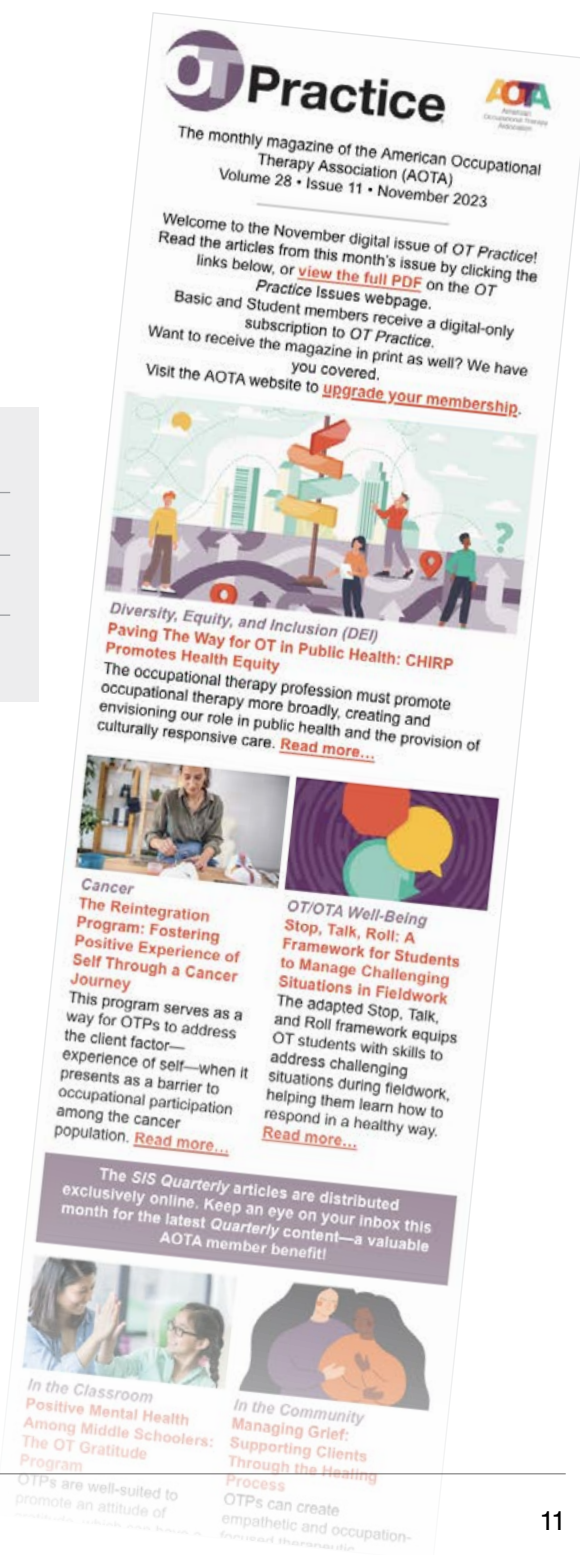
- ▶ Your ad/image. Size: 150 X 150 pixels
- ▶ Link to your URL
- ▶ 10-word description under image

Advertising Deadline: 2 weeks prior to publication.

Email banner ad to ads@aota.org

E-newsletter banner specs:

- ▶ File format: jpeg, png, gif
- ▶ Size: 150 x 150 pixels
- ▶ Maximum File Size: 200K



OT Essential - EXCLUSIVE ad opportunity

The e-newsletter for AOTA members with news about AOTA and ways to get involved. Let AOTA members know about your product, service, or ad in an exclusive spot in our *OT Essential* e-newsletter. Spots sell out quickly for the year.

Frequency	3X a month
Date Sent	Tuesdays (please see exact dates listed to right)
Circulation	54,000 OT Leaders
Advertising Rate	\$2,800/issue; 1 ad spot available

Ad Purchase Includes:

- ▶ Your ad/image. Size: 200 x 200 pixels
- ▶ Link to your URL
- ▶ 40-word description

Advertising Deadline: 1 week prior to publication.

Email banner ad to ads@aota.org

E-newsletter banner specs:

- ▶ File format: jpeg, png, gif
- ▶ Size: 200 x 200 pixels
- ▶ Maximum File Size: 200K



January 9, 2024
January 23, 2024
February 6, 2024
February 13, 2024
February 27, 2024
March 5, 2024
March 12, 2024
March 26, 2024
April 2, 2024
April 9, 2024
April 23, 2024
May 7, 2024
May 14, 2024
May 28, 2024
June 4, 2024
June 11, 2024
June 25, 2024
July 2, 2024
July 9, 2024
July 23, 2024
August 6, 2024
August 13, 2024
August 27, 2024
September 3, 2024
September 10, 2024
September 24, 2024
October 1, 2024
October 8, 2024
October 22, 2024
November 5, 2024
November 12, 2024
November 26, 2024
December 3, 2024
December 10, 2024
December 17, 2024

OT Student Pulse e-newsletter – EXCLUSIVE Opportunity

Target OT students with your brand and message. *OT Student Pulse* is a targeted e-newsletter written by and for OT students. Each exciting issue features news and articles addressing topics of interest for our student readers. Take advantage of this captive student audience to begin a career-long relationship with them.

Frequency	Monthly
Date Sent	First Wednesday of each Month
Circulation	20,000 OT and OTA students
Advertising Rate	\$2,000/issue; 1 ad spot available

Ad Purchase Includes:

- ▶ Your ad/image. Size: 200 x 200 pixels
- ▶ Link to your URL
- ▶ 40-word description

Advertising Deadline: 2 weeks prior to publication. Email banner ad to ads@aota.org

E-newsletter banner specs:

- ▶ File format: jpeg, png, gif
- ▶ Size: 200 x 200 pixels
- ▶ Maximum File Size: 200K



AOTA Podcasts

Listen up! Align your brand with the high-quality content of AOTA podcasts. Hosted by OT Matt Brandenburg, the **AOTA podcast** features experts in the field of occupational therapy from various areas of practice who explore how to maximize health for all people.

Fast Facts:

- ▶ Frequency: monthly
- ▶ 45 minutes to 1 hour in length
- ▶ Heard on Itunes, Spotify
- ▶ 252,659 listeners in past 77 episodes
- ▶ 3,008 average listens per episode
- ▶ 21,222 new listens in 2023



- **Presenting Sponsor** for the full 2024 series. You will receive verbal recognition at start and end of each podcast, an on-air 60-second ad, logo recognition in all related communications, and the opportunity to provide one guest the opportunity to provide one guest at one podcast (length of 10 minutes)
 - ▶ **Rate: \$8,500 for year**
- **Individual Episode Sponsors** may choose one AOTA podcast to sponsor. You will receive verbal recognition at start of the podcast, an on-air 30-second ad, and logo recognition in communication related to that specific episode.
 - ▶ **Rate: \$3,000 per episode**

AOTA Social Media

Instagram–AOTAinc

- ▶ 49,000 followers
- ▶ Over 300,000 in reach in 2023
- ▶ 7,500 engagements in 2023
- ▶ Over 4,000 link clicks in 2023

Facebook–AOTA

- ▶ Over 132,000 followers
- ▶ Over 1.4 million in reach in 2023
- ▶ Over 8,000 link clicks in 2023
- ▶ 1,200 engagements in 2023

Social Media Rates

Platform		Rates	Details
Instagram		\$500 per post	Image, up to 40 words of copy, your company tagged in post
Facebook		\$500 per post	Image, up to 40 words of copy, your company tagged in post

**Limit of 2 posts per month

OT Month

April 2024

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 showcase your company's marketing message to thousands of occupational therapy practitioners, and demonstrate support to the profession.

Sponsorship

Your company will be recognized as a supporter of the OT Month campaign:

- ▶ Sponsor logo will appear in all OT Month emails (minimum of 5) from January 2024 – April 2024.
- ▶ Sponsor logo will appear in an **OT Practice** “OT Month” ad April 2024
- ▶ Sponsor logo will appear on aota.org on “OT Month” pages, including on vendor page with OT specialty items (online “OT Month catalog”)
- ▶ Sponsor will be interviewed for inclusion in a piece outlining various AOTA members’ and OT industry celebrations of OT Month in March **OT Practice**
- ▶ Sponsor will be recognized at INSPIRE 2024 with a foot decal in front of their booth in the Exhibit Hall of INSPIRE-ation



Let me help you plan your campaign!

Kristen Creel
Sales Executive
kcreel@aota.org
301-652-6611, ext. 4140



American
Occupational Therapy
Association

The American Occupational Therapy Association
6116 Executive Boulevard
Suite 200
North Bethesda, MD 20852-4929
AOTA.org

