



# Media Information 2025

## Connect to OT Practitioners

**Maximizing Health for All People**





## Align with AOTA

The American Occupational Therapy Association (AOTA) is the professional association representing the interests and concerns occupational therapy practitioners and students of occupational therapy, established to advance occupational therapy practice, education, and research.

Current AOTA membership is approximately 57,000, 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

### Print . . . . .page 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 57,000 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! Add-on features, such as video embeds and bonus ad pages are available for an additional fee.

### Online . . . . .page 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-newsletters . . . .page 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** e-newsletters.

### Social Media . . . .page 14

180,000 combined followers on AOTA's Instagram and Facebook platforms.

### OT Month. . . . .page 15

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



## OT Practice Magazine

### OTs and OTAs 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 57,000 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	\$3,400	\$3,000	\$2,700
1/2	\$2,500	\$2,310	\$2,100
1/3	\$1,670	\$1,600	\$1,350
1/4	\$1,250	\$1,500	\$1,050
Spread	\$4,265	\$3,800	\$3,600
Cover II, IV	\$4,100	\$3,900	\$3,330
Cover III	\$4,100	\$3,900	\$3,330

**"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](mailto:ads@aota.org)

## 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.

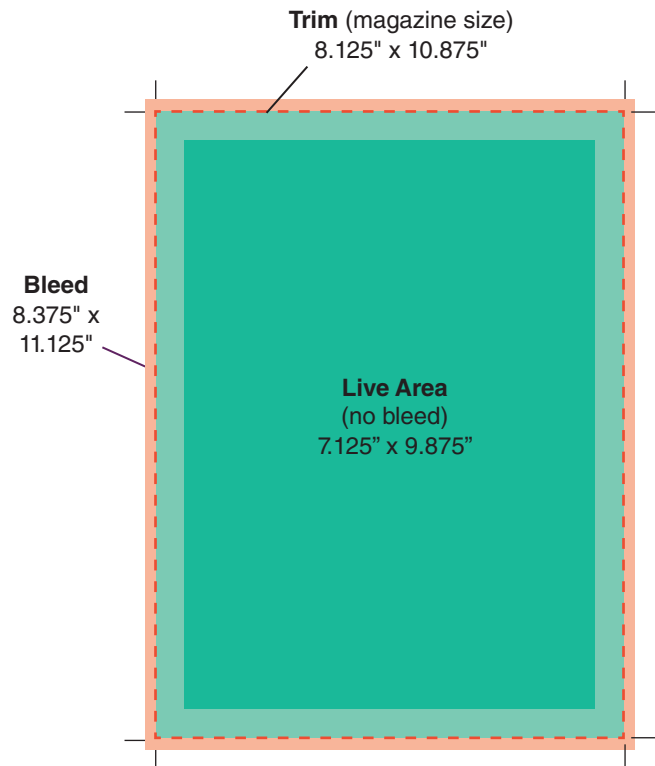
### Ad Production & Submission

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](mailto: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.



## OT Practice Editorial Calendar

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

Issue	Ad Reservation Close	Ad Materials Due	Sponsored Content Focus	Sponsored Content Reservation Deadline
January	November 18	November 21		
February	December 19	January 2	Recruitment Trends	December 5
March	January 22	January 29		
April	February 21	February 28		
May	March 24	April 1	What's New in Universities	March 5
June	April 23	May 1		
July	May 21	May 29		
August	June 23	July 1	Starting a Private OT Practice	June 5
September	July 23	July 30		
October	August 21	September 2		
November	September 22	October 2	Behavioral and Mental Health	September 5
December	October 22	October 30		

## 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 4)

Run of book articles published in *OT Practice* and showcased on AOTA's website. Four scheduled in 2025. 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 <i>OT Practice</i>	Recruitment Trends
May <i>OT Practice</i>	What's New in Universities
August <i>OT Practice</i>	Starting a Private OT Practice
November <i>OT Practice</i>	Behavioral and Mental Health

### Other Sponsored Content Options: **\$5,000 per page**

#### ▶ *OT Practice* 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.

#### ▶ *OT Practice* 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.

#### ▶ *OT Practice* 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.

#### ▶ *OT Practice* 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 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: 196,207
- ▶ Average monthly page views: 1,312,357
- ▶ Average time spent on site: 2 minutes, 58 seconds

### AOTA.org viewers

- ▶ 66% browse from a desktop
- ▶ 33% 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
- ▶ **\$4,000 per month**

#### Leaderboard Ads

- ▶ Will rotate throughout aota.org pages
- ▶ Size: 728 x 90 pixels
- ▶ **\$4,400 per month**

### File Size

- ▶ For an image file, maximum 200KB

### 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 Option

#### Medium Rectangle Ads

- ▶ Will appear on <https://research.aota.org/ajot> pages
- ▶ Size: 300 x 250 pixels
- ▶ **\$4,000 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](mailto:salesinquiries@multiview.com) or call 972-402-7070.



## AOTA Webinars

**\$5,500 per webinar**

**Gather qualified OT leads!**

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 2024 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.

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



## OTJobLink

### Looking for your newest OT or OTA?

OT JobLink ([aota.otjoblink.org](http://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
- ▶ 265 searchable résumés
- ▶ 284 views per job
- ▶ Careers is #2 most visited page on AOTA.org

### OT JobLink Job Posting Rates

#### Premium Enhanced Posting: \$660

- ▶ 1 job posting
- ▶ 30 days online
- ▶ Résumé search access
- ▶ Use within 1 year

#### 30-Day Job Posting: \$385

- ▶ 1 job posting
- ▶ 30 days online
- ▶ Résumé search access
- ▶ Use within 1 year

#### 12 Job Postings: \$2,905

- ▶ 12 job postings
- ▶ 30 days online per job
- ▶ Résumé search access
- ▶ Use within 1 year

### Virtual Career Fairs

Two AOTA Virtual Career Fairs scheduled for 2025. Options for virtual booths, job postings, and enhancements.

- ▶ Wednesday, April 23, 2025  
(12 noon–3:00 pm EDT)
- ▶ Wednesday, October 22, 2025  
(12 noon–3 pm EDT)

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

**Contact OT JobLink for all your OT recruitment and posting needs.**

**888-491-8833**

**[employersupport@naylor.com](mailto:employersupport@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 50% or higher.**

**OT Practice** – 51,000 distribution to all levels of OTs

**OT Essential** – 52,000 distribution to all levels of OTs

**Student Pulse** – 25,000 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.

<b>Frequency</b>	Monthly
<b>Date Sent</b>	Second Wednesday of each Month
<b>Circulation</b>	51,000 OT Leaders
<b>Advertising Rate</b>	3 ad spots available: <b>\$1,700/issue</b>

### 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](mailto: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

A monthly 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.

<b>Frequency</b>	3X a month
<b>Date Sent</b>	Tuesdays (please see exact dates listed to right)
<b>Circulation</b>	52,000 OT Leaders
<b>Advertising Rate</b>	<b>\$3,000/issue;</b> 1 ad spot available

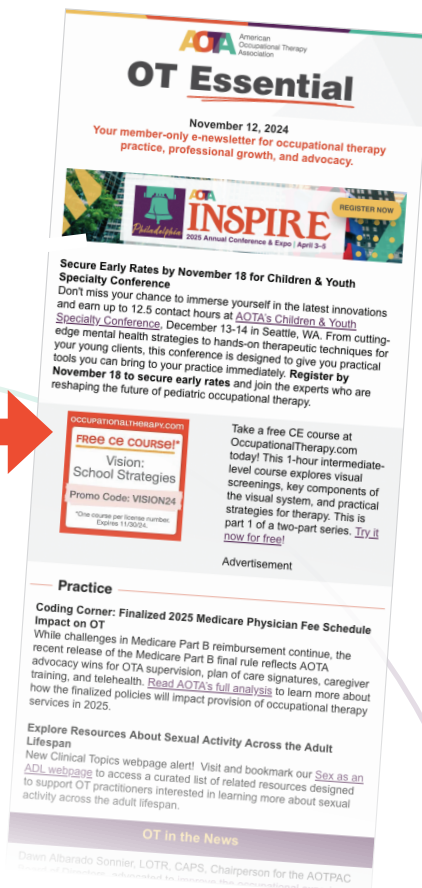
### Ad Purchase Includes:

- ▶ 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 14, 2025
January 28, 2025
February 4, 2025
February 11, 2025
February 25, 2025
March 4, 2025
March 11, 2025
March 25, 2025
April 1, 2025
April 8, 2025
April 22, 2025
May 6, 2025
May 13, 2025
May 27, 2025
June 3, 2025
June 10, 2025
June 24, 2025
July 1, 2025
July 8, 2025
July 22, 2025
August 5, 2025
August 12, 2025
August 26, 2025
September 2, 2025
September 9, 2025
September 23, 2025
October 7, 2025
October 14, 2025
October 28, 2025
November 4, 2025
November 11, 2025
November 25, 2025
December 2, 2025
December 9, 2025
December 16, 2025

# 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.

<b>Frequency</b>	Monthly
<b>Date Sent</b>	First Wednesday of each month
<b>Circulation</b>	25,000 OT and OTA students
<b>Advertising Rate</b>	\$2,500/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 Social Media



### Instagram–AOTAinc

- ▶ 52,826 followers
- ▶ Over 543,000 in reach in 2024
- ▶ Over 41,000 content interactions in 2024
- ▶ Over 2,400 link clicks in 2024

### Facebook–AOTA

- ▶ 133,320 followers
- ▶ Over 4.6 million in reach in 2024
- ▶ Over 34,000 link clicks in 2024
- ▶ Over 78,000 content interactions in 2024

### Social Media Rates

Platform		Rates	Details
Instagram		\$750 per post	Image, up to 100 words of copy, your company tagged in post
Facebook		\$750 per post	Image, up to 100 words of copy, your company tagged in post

\*\*Limit of 2 posts per month



# OT Month

## April 2025

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 marketing message to thousands of OT practitioners and to demonstrate your support of 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 2025 – April 2025. Amount of email recipients is over 125,000 occupational therapy practitioners, with past open rate of over 23%.
- ▶ Sponsor logo will appear in **OT Practice** “OT Month” print ads appearing in April 2025. Reaching circulation of 57,000 in print and digitally.
- ▶ Sponsor logo will appear online:
  - On AOTA.org “OT Month” pages (21,202 page views in 2024)
  - On Vendor Partner page selling OT specialty items
- ▶ Sponsor will be promoted across AOTA social media platforms every time OT Month is mentioned.



## Let me help you plan your campaign!

Kristen Creel

Sales Executive

[kcreel@aota.org](mailto: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](http://AOTA.org)