



Buyer's Guide and Continuing Education Directory

Deadlines for Listings

2009 Issue: October 10, 2008

2010 Issue: October 9, 2009

A FREE basic listing includes

- Company name
- Address
- Toll-free phone number
- Phone number
- Fax number
- E-mail address
- Web site
- Contact name/title

Enhancements (à la carte)

- Add a logo \$75 each placement
- Add a colored background highlight \$65 each placement
- Add a 35-word company description \$150 each placement
- Add Web site hot links \$75 each placement
- Place listing in multiple categories \$95 each category

The *OT Practice Buyer's Guide* Online is at www.aota.org/buyersguide.

Product, continuing education, and recruitment print display ads are available in the *OT Practice Buyer's Guide*. See pages 6–9 for details.

Cost Saving Enhancement Packages

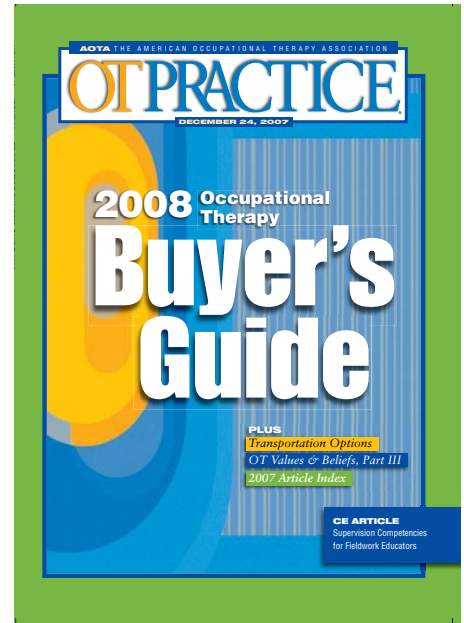
■ Package A \$290 (\$75 savings)

1 company description, 1 company logo, 1 highlight, and 1 hot link

■ Package B \$525 (\$300 savings)

2 company descriptions, 2 company logos, 2 highlights, 2 hot links, and 1 additional category

Please inquire about package pricing for 3 or more categories. All prices are net. No agency commission is available.



Continuing Education Directory Listings

2009 Deadline: June 5, 2009

A FREE basic listing includes

- Company name
- Address
- Toll-free phone number
- Phone number
- Fax number
- E-mail address
- Web site
- Contact name/title

Enhancement Package \$150

1 company description
1 company logo

All orders must be prepaid.
All prices are net.
No agency commission is available.



Online Advertising

OTJobLink and AOTA's 1-Minute Update

AOTA's
www.OTJobLink.org

79,300 hits and 10,800 visits every month!*

OTJobLink.org is the premier resource for online recruitment of occupational therapists and occupational therapy assistants. With job searches and résumé posting open to all occupational therapy professionals, advertising your positions on www.OTJobLink.org will ensure your immediate access to the most qualified occupational therapy professionals.

*Figures are based on January–June 2008 data.

As a registered, active employer, you can

- View résumés
- Search for candidates by location, practice area, salary, experience level, and more
- Receive an e-mail when there is a match!

Rate: \$300

All active job postings include

- Company logo
- Unlimited indexed description
- Résumé search
- One 30-day posting.

Feature your job for an additional \$150.

Need more information?

Call 800-877-1383, ext. 2861, to speak to our staff about customizing an OTJobLink.org online posting package to meet your specific hiring needs and maximize your recruitment budget.

Web buttons and banners are also available on www.OTjobLink.org. See page 13.

AOTA's 1-Minute Update Broadcast E-mail

It's News That Members Read—and Use!

Broadcast your latest job opening, continuing education offering, or product launch in AOTA's electronic newsletter! A broadcast e-mail occurs biweekly, providing highlights of news, advocacy, and trends to thousands of AOTA members.

An EXCLUSIVE Sponsorship

Get a Web link at the top of the e-mail, a 30-word description, and a graphic (96 w x 135 h pixels) for only \$1,650 per broadcast e-mail. Issues and deadlines are listed so you can plan ahead.

What Readers Say

"I love the 1-Minute Update with links to important information. This has changed the knowledge base tremendously. Even my assistant reads the whole thing."

—From Stratton Publishing & Marketing survey

Issue	Deadline	Issue	Deadline
January 20	January 13	July 20	July 14
February 2	January 27	August 3	July 28
February 17	February 10	August 17	August 11
March 2	February 24	August 31	August 25
March 16	March 10	September 14	September 8
March 30	March 24	September 28	September 22
April 13	April 7	October 13	October 6
April 27	April 21	October 26	October 20
May 11	May 5	November 9	November 3
May 26	May 19	November 23	November 17
June 8	June 2	December 7	December 1
June 22	June 16	December 21	December 15
July 6	June 30		



Web Buttons and Banners

Over 1,387,000 visits a year!

Advertise with a button or banner ad on AOTA's Web site.

Deadlines

3-Month Period	Space Deadline	Artwork Deadline
January–March	November 21, 2008	December 5, 2008
April–June	February 27	March 6
July–September	May 29	June 5
October–December	August 28, 2009	September 4



Rates

Location	Button Ad Quarterly	Banner Ad Quarterly
AOTA Home Page	\$4,500*	N/A
OTJobLink.org	\$1,995	\$3,500
AOTA Member Login	\$1,600	N/A
Practitioners	\$1,600	N/A
Conference Photo Gallery	\$1,500**	N/A
Students	\$1,400	N/A
Consumer Information	\$1,195	N/A
Continuing Education	\$1,195	N/A
Older Driver	\$ 995	N/A
Educators	\$ 825	N/A
Membership Information	\$ 795	N/A

* Standard files only

Conference Photo Gallery Web Buttons

Deadline: April 10, 2009

Annual Conference attendees love to look at photos of the Conference. Place your company logo in the online Conference Photo Gallery, and have it directly link to your Web site, giving thousands of occupational therapy practitioners, educators, and students immediate access to your products, services, and job opportunities.

**There are 4 sponsorships available at \$1,500 each. The Gallery will be available from early-May 2009 through the remainder of the calendar year.

Sizes

Button: 150 w x 78 h pixels (72 dpi) Banner: 430 w x 78 h pixels (72 dpi)

Formats

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