# AOTA's 1-Minute Update

## 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 is delivered electronically to thousands of AOTA members, providing highlights of news, advocacy, and trends.

## 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 $995 per broadcast e-mail.

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



● Call 800.877.1383, ext. 2861 ● E-mail sales@aota.org ● Fax 301.656.4890

# www.aota.org Web Buttons

## More than 2.9 million visits a year!

AOTA's www.aota.org is the ideal place to market your products and services to a motivated and involved audience of occupational therapy professionals.

### Deadlines

| 3-Month Period | Space & Artwork |
|---|---|
| January–March | December 16 |
| April–June | March 18 |
| July–September | June 17 |
| October–December | September 16 |

### Size

150w x 130h pixels (72 dpi)

### Formats

Standard JPG and GIF files and animated GIF files are accepted. No flash files.

Maximum file size is 35Kb.

### Rates

| Location | Button Ad Quarterly |
|---|---|
| AOTA Home Page* | $4,195 |
| AOTA Member Login | $1,600 |
| Conference & Events | $1,600 |
| Practitioners | $1,600 |
| Students | $1,400 |
| *AJOT* | $1,000 |
| Consumer Information | $825 |
| Continuing Education | $1,295 |
| Older Driver | $995 |
| Educators | $825 |
| Membership Information | $825 |
| Conference Photo Gallery | $995** |

*Standard files only
**Price per button (not quarterly)

AOTA's
# OTJobLink.org

Job Seekers | Employers

### 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 www.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 a 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

### Find the package that meets your needs and maximizes your recruitment budget!

Each of the following online posting package includes résumé search, company logo, and generous text space to target potential new hires:

| | |
|---|---|
| 1 thirty-day posting | $300 |
| 3 thirty-day postings | $795 |
| 12 thirty-day postings | $2,340 |
| 120 thirty-day postings | $11,400 |
| Featured Employer | $150 additional per posting |

Tailored packages are available to best meet your specific hiring needs and maximize your recruitment budget. Call 800-877-1383, ext. 2861, or e-mail thammond@aota.org for further details.

# Buttons and Banners

## More than 130,000 visits every month!*

Drive traffice directly to your employment web site! OTJobLink.org Web buttons and banners help you gain the attention of job seekers and distinguish your organiation's employment opportunities from the others by providing a direct link to your Web site.

### Deadlines

| 3-Month Period | Space & Artwork |
|---|---|
| January–March | December 16 |
| April–June | March 18 |
| July–September | June 17 |
| October–December | September 16 |

### Size

150w x 130h pixels (72 dpi)

### Formats

Standard JPG and GIF files and animated GIF files are accepted. No flash files.

Maximum file size is 35Kb.

### Rates

Banner Ad Quarterly $3,500
Button Ad Quarterly $1,995

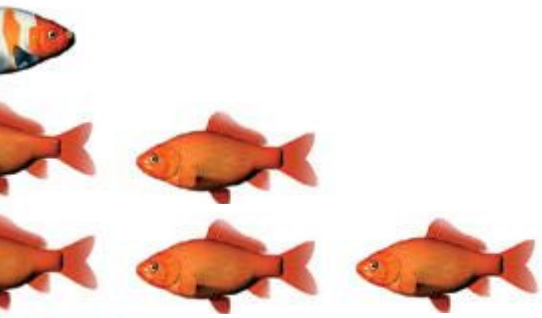
### Sizes

Button: 150w x 130h pixels (72 dpi)
Banner: 430w x 78h pixels (72 dpi)

### Formats

Standard JPG and GIF files and animated GIF files are accepted. No flash files.

Maximum file size is 35Kb.



* Figures are based on June 2011–July 2012

# *OT Practice Buyer's Guide*

## Deadline for 2014 Listing(s): October 11, 2013

The Buyer's Guide presents a unique opportunity to be part of one of the industry's most sought-after resources. This special supplement provides users with a tool to use throughout the year. Your listing guarantees that you are included in the Buyer's Guide, but your display ad in the December issue of *OT Practice* guarantees that you will be noticed twice! Make this must-have directory part of your 2013 marketing plan!

### A FREE basic listing

- Company Name
- Address
- Toll-free Phone Number
- Phone Number
- Fax Number
- E-mail Address
- Web Site
- Contact Name/Title

### Enhancements (a 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
- Put listing in multiple categories: $95 each category

### Cost-Saving Enhancement Packages

- **Package A $290** ($75 SAVINGS)
  1 Company description • 1 Company logo
  1 Highlight • 1 Hot link
- **Package B $525** ($300 SAVINGS)
  2 Company descriptions
  2 Company logos • 2 Highlights
  2 Hot links • 1 Additional category

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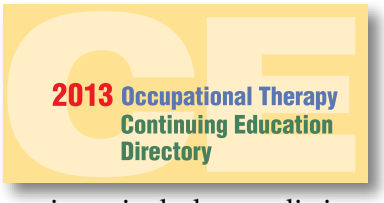
# *OT Practice* Continuing Education Directory

## 2013 Deadline: June 7, 2013




The Continuing Education Directory is the go-to resource for occupational therapy professionals seeking to enhance their personal and professional development, and to secure mandatory CE requirements for licensure renewal. Don't pass up your opportunity to include your listing in the CE Directory. Your basic listings—both print and online—are still FREE! Plus our proven Enhancement Package provides a greater opportunity to set yourself apart from your competition.

### A FREE basic listing

- 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
1 Hot link

### Advertising Options

Limited display ad space is included in the Continuing Education Directory.
Ad options include
1/6 page vertical,
1/3 page vertical,
and full page.
Please call for availability.