OT Practice Magazine

Issue No.	2013 Cover Date	Product Ad Deadline *Space and Materials*	Continuing Education Deadline *Space and Materials*	Recruitment Ad Deadline *Space and Materials*
1	January 21	December 21, 2012	January 3	January 8
2	February 11	January 18	January 24	January 29
3	February 25	February 1	February 7	February 12
4	March 11	February 15	February 21	February 26
5	March 25	March 1	March 7	March 12
6	April 8	March 15	March 21	March 26
7	April 22	March 29	April 4	April 9
8	May 6	April 12	April 18	April 23
9	May 20	April 26	May 2	May 7
10	June 3	May 10	May 16	May 21
11	June 24	May 31	June 6	June 11
12	July 8	June 14	June 20	June 25
13	July 22	June 28	July 5	July 9
14	August 5	July 12	July 18	July 23
15	August 26	August 2	August 8	August 13
16	September 9	August 16	August 22	August 27
17	September 23	August 30	September 5	September 10
18	October 7	September 13	September 19	September 24
19	October 21	September 27	October 3	October 8
20	November 4	October 11	October 17	October 22
21	November 25	November 1	November 7	November 12
22	December 16	November 15	November 21	December 3

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

Editorial Features
Editorial calendar is subject to change without notice.

Sleep Disorders and OT; Effective Marketing of OT Services

Autsim Issue; Bullying and ASDs; After-School Services for Children with ASDs

Geriatric Issue; Role-Based Training for Persons With Dementia; Using the WII with Older Clients

New Grad/New Practitioner Issue; Communications Within Today's OT Workplaces; Making the Transition From Student to Practitioner

School System/Early Intervention Issue; Trends in School-Based Practice; Multidisciplinary Early Intervention

Conference Preview Issue; OTs and the Military Community; Working With MS Clients

Conference Issue; Power as a Practitioner, at Work and in the Community; Helping Parents of Children With Disabilities; Bonus distribution at AOTA's 93rd Annual Conference & Expo

Hand Therapy Issue; OT and the Arthritic Hand; Using Response to Intervention to Support Handwriting in Schools

Post Conference Issue; OT and the Obesity Crisis; Community Wellness Programs

Driving Issue; Transitions for the Older Driver; Advances in Stroke-Related OT

Mobility Issue; Wheelchair Intervention Issues; Sensory Cues in Public Places: Supporting the Visually Impaired; Bonus distribution at School System Pracitioners Specialty Conference

Pediatric Issue; Interventions for Children's Reading Difficulties; Health Literacy Within Pediatric Settings

Continuing Education Directory; OT Practice in Acute Care Setttings; Update on PAMs

Technology Issue; Choosing the Right App; Advances in Assistive Devices

Green ergonomics—OT and the Sustainability Movement; Horticulture and OT

Home Modications Issue; AT and Home Mods; Falls Prevention

Employment Issue; Time Management Within OT Workplaces; Mental Health Within the Workplace; Bonus distribution at state conferences

Sensory Processing Issue; Self-Regulation Programs for Elementary-Aged Kids; Bonus distribution at Education Summit, AOTA Program Directors' Meeting and state conferences

Student Conclave Issue; Ensuring Quality Online OT Programs; Teleteaching: Application in Teaching and Practice; Bonus distribution at National Student Conclave and state conferences

Workplace Issue; Heavy Manufacturing: Minimizing Years of Cumulative Trauma; Office Education: Targeting Sedentary Staff

OTD Practicums; Getting Funding for Grants

2014 Buyer's Guide; OT's Role With Military Families; Coping With Ethical Dilemmas

OT Practice Magazine offers news, capital briefings, continuing competence and continuing education articles, member forums, and feature articles written by skilled occupational therapy professionals to give readers what they want and need to know about the profession.

With a circulation of more than 45,000 active and engaged readers who pay to receive *OT Practice*, you have the opportunity to confidently market your company's existing products, services, continuing education opportunities, and employment openings or begin a new initiative.

Frequency: 22x/year

Circulation: Approximately 45,000

OT Practice Magazine

OT Practice magazie is available in both print and digital format to all members and subscribers, extending the reach of your advertising campaign. Digital version includes live URLs at no additional charge.

Product Advertising Rates

Size	1x	6x	12x
Full page	$3,072	$2,785	$2,457
2/3	$2,575	$2,203	$1,914
1/2	$2,209	$2,054	$1,876
1/3	$1,421	$1,303	$1,170
1/4	$1,044	$970	$882
Spread	$3,988	$3,694	$3,418
Cover II	$3,988	$3,550	$3,048
Cover III	$3,817	$3,414	$2,945
Cover IV	SOLD		

Product Ad Sizes
(in inches)

	Width	Height
Full page or Cover	7.125	10.000
Full bleed	8.625	11.375
2/3	4.625	10.000
1/2 horizontal	7.125	4.875
1/2 island	4.625	7.000
1/2 vertical	3.375	9.750
1/3 square	4.625	4.625
1/3 vertical	2.250	10.000
1/4	3.375	4.750
Trim size	8.125	10.875

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OT Practice Magazine

Continuing Education & Recruitment Advertising Rates

Size	1x
Full page	$3,072
2/3	$2,575
1/2	$2,209
4/9	$1,743
1/3	$1,421
2/9	$889
1/6	$697
1/9	$554
1/18	$307
Spread	$3,988
Cover II	$3,988
Cover III	$3,817
Cover IV	SOLD

Contiuing Education & Recruitment Ad Sizes

(in inches)

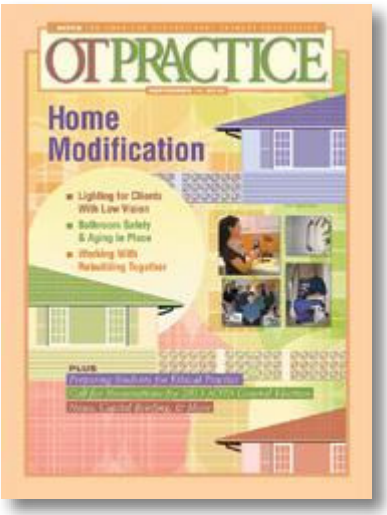
	Width	Height
Full page or Cover	7.125	10.000
Full bleed	8.625	11.375
2/3	4.687	9.187
1/2	7.125	4.375
4/9	4.687	5.937
1/3 square	4.687	4.375

	Width	Height
1/3 vertical	2.250	9.187
2/9 horizontal	4.687	2.750
2/9 vertical	2.250	5.937
1/6	2.250	4.375
1/9	2.250	2.750
1/18	2.250	1.187
Trim size	8.125	10.875

Calendar Listings

1–2 Insertions	$99
3–9 Insertions	$85
10+ Insertions	$79

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



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)

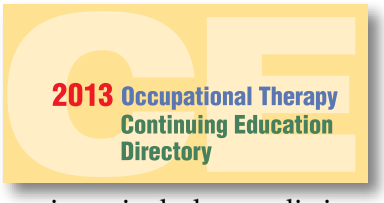
- Add a logo: $75 each placement
- Add a colored background highlight: $65 each placement
- Add a 35-word company description: $150 each placement
- Add Web site hot links: $75 each placement
- Put listing in multiple categories: $95 each category

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

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.

Special Interest Section *Quarterly* Newsletters

Reach specific occupational therapy market segments!

Your company is listed as the sponsor on the front cover, and the 1/4 page ad will appear in print and online for all AOTA members to access. Only one (1) ad per newsletter is published, making this exclusive for you.

Choose from these SIS *Quarterly* Newsletters:

Newsletter Topic	Exclusive Rate
Administration & Management	$450
Developmental Disabilities	$500
Early Intervention & School Systems	$450
Education	$450
Gerontology	$800
Home & Community Health	$450
Mental Health	$450
Physical Disabilities	$450
Sensory Integration	$800
Technology	$175
Work & Industry	$175

1/4-page Ad Specifications

Format and Resolution:
EPS, PDF, or TIF,
300 dpi or higher

Dimensions: 3.662 in. x 4.5 in.

Color and Quality: Cyan and black only

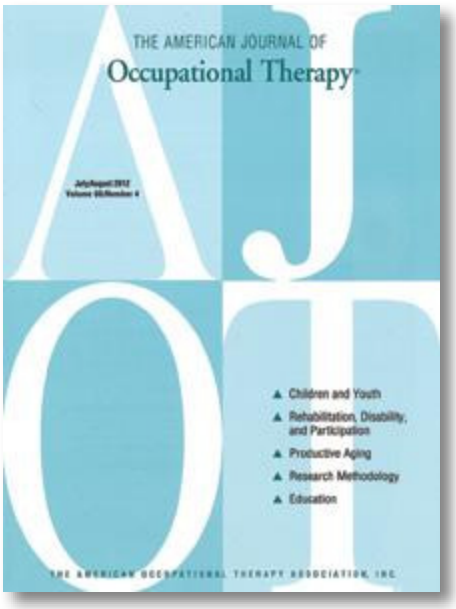
Space and Materials Deadlines

Issue Month	Mail Date	Space & Artwork Deadline
March	March 1	February 6
June	June 1	May 10
September	September 12	August 13
December	December 2	November 15

American Journal of Occupational Therapy (AJOT)

***AJOT* is the industry's leading peer-reviewed journal,** reflecting all practice areas in the field of occupational therapy. For more than 60 years, *AJOT* has featured content on research, practice, education, and health care issues in the field, providing the latest breaking research on hot topics in occupational therapy.

Frequency: 6x/year **Circulation: Approximately 45,000**



Deadlines

Issue No.	Cover Date	Space and Artwork Deadline	Mail Date
1	January/February	November 26	December 28
2	March/April	January 29	March 1
3	May/June	April 1	May 1
4	July/August	May 29	July 1
5	September/October	August 1	September 3
6	November/December	October 2	November 1

Display Ad Rates

4/color	1x	3x
Cover II	$2,236	$2,012
Cover III	$2,115	$1,903
Cover IV	$2,483	$2,313

B&W	1x	3x
Full page	$1,657	$1,491
1/2	$1,078	$1,024
1/4	$832	$790
Spread	$2,743	$2,393

Calendar Listings

	1x	3x
1–15 Lines	$99	$85

Display Ad Sizes
(in inches)

	Width	Height
Full page	7.125	9.875
1/2 horizontal	7.125	4.750
1/2 vertical	3.375	9.875
1/4	3.375	4.750
Full bleed	8.750	11.625
Spread	15.250	9.875
Trim size	8.125	10.875

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Specifications and Policies

Print Advertising

Publisher takes no responsibility for reproduction if these requirements are not met. Digital ads required (see Digital Ad Specifications below for details).

Publication Specifications

OT Practice Magazine

Trim Size: 8.125" x 10.875"
Binding Method: Saddle stitched
Printing Process: Web offset (SWOP standards apply to all ad material)
Color: 4-color process throughout (spot colors must be built in CMYK)
Bleed ads: 8.625" x 11.375" (to extend .25" beyond trim on all sides)

American Journal of Occupational Therapy (AJOT)

Trim Size: 8.125" x 10.875"
Binding Method: Perfect bound
Printing Process: Web offset (SWOP standards apply to all ad material)
Text Pages: Black ink only
Covers: 4-color process (spot colors must be built in CMYK)
Bleed ads: 8.625" x 11.375" (to extend .25" beyond trim on all sides)

Digital Ad Specifications

Acrobat-distilled PDF files are the preferred digital file format. CMYK or grayscale; all fonts embedded; high resolution images; PDF/X-1a or Press Quality.

EPS and TIF files are acceptable if 300 dpi minimum and CMYK or grayscale. Publisher may be able to accept certain application files, such as Macintosh-based InDesign. Please consult you sales representative.

Publisher cannot accept ads created in Word, WordPerfect, Pagemaker, CorelDraw, Publisher, or PC-based software unless they have been distilled to the PDF format described above.

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.

AOTA Ad Production

Submit your copy as an attached text document or as part of your e-mail message. Submit any logos or graphics as separate attachments; high resolution; CMYK, grayscale, or bitmap; and TIF, EPS, or JPEG. Do not embed graphics in the text document.

How to Submit Files

Files should be e-mailed to your sales representative.

Inserts

All inserts must be bound or tipped in. Freestanding inserts are not accepted. All inserts are priced individually. Please consult your sales representative.

Advertising Materials

Publisher is not responsible for loss of or damage to materials. Materials are held for 1 year and then destroyed, unless publisher is instructed otherwise in writing.

Agency Commissions and Payment

15% discount is available to recognized advertising agencies on display space, color, and premium position charges if paid within 30 days of invoice date. No agency discount is given after 30 days. All companies and advertising agencies outside of the United States must prepay for each advertisement placed.

Payment types accepted: Check, Visa, MasterCard, Discover, and American Express.