Print Advertising

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

Print Advertising

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 δ 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 Settlings; 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.

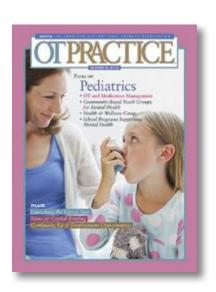
Product Advertising Rates

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		
(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	







OT Practice Magazine

Continuing Education & Recruitment Advertising Rates

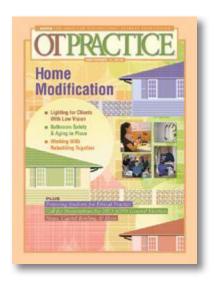
Size	1x
Full page	\$3,072
2/3	\$2,575
1/2	\$2,209
4/9	\$1,743
1/3	\$1,421
2/9	\$889
1/6	\$697
1/9	\$554
1/18	\$307
Spread	\$3,988
Cover II	\$3,988
Cover III	\$3,817
Cover IV	SOLD

Contiuing Education & Recruitment Ad Sizes							
(in inches)	Width	Height		Width	Height		
	Full page or Cover	7.125	10.000	1/3 vertical	2.250	9.187	
	Full bleed	8.625	11.375	2/9 horizontal	4.687	2.750	
	2/3	4.687	9.187	2/9 vertical	2.250	5.937	
	1/2	7.125	4.375	1/6	2.250	4.375	
	4/9	4.687	5.937	1/9	2.250	2.750	
	1/3 square	4.687	4.375	1/18	2.250	1.187	
				Trim size	8.125	10.875	

Calendar Listings

1–2 Insertic	ons \$99	
3–9 Inserti	ons \$85	
10+ Insertic	ons \$79	

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







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, Word-Perfect, 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.