

2026

Media Information

Connect to OT Practitioners
Maximizing Health for All People



Align with AOTA

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

Current AOTA membership is approximately 49,000, including:

- ▶ Occupational Therapy Practitioners
 - Occupational Therapists (OTs)
 - 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.

Best Practices to Increase Traction & Visibility

AOTA audiences respond best to practical, evidence-informed messaging that supports occupational therapy practice.

Tips for effective content creation:

- ▶ Focus on the occupational therapy profession with clear messages and visuals
- ▶ Be inclusive of all occupational therapy practitioners
- ▶ Include a direct call to action
- ▶ Create once, publish everywhere over print, digital, email, and social

NOTE: AOTA reviews all ads and provides edits and approval prior to publication.



[Click here for AOTA's Communication Guidelines](#)

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 49,000 in print and digitally to all career levels of OT practitioners. 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

Campaign opportunities (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 Insights**, **OT Essential**, and **OT Student Pulse** e-newsletters.

SOCIAL MEDIA | PAGE 15

195,000 combined followers on AOTA's Instagram and Facebook platforms.

OT MONTH | PAGE 16

Observed each April, sponsor OT Month to demonstrate your support of the OT profession and showcase your brand 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 49,000 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.



Ad Rates and Sizes

Ad Size	Dimensions (W x H)	1x	6x	12x
Full Page (no bleed)	7.125 x 9.875 in	\$3,400	\$3,000	\$2,700
1/2 Page Horizontal	7.125 x 4.875 in	\$2,500	\$2,310	\$2,100
1/2 Page Vertical	3.375 x 9.750 in	\$2,500	\$2,310	\$2,100
1/3 Page Square	4.625 x 4.625 in	\$1,670	\$1,500	\$1,350
1/3 Page Vertical	2.250 x 9.750 in	\$1,670	\$1,500	\$1,350
1/4 Page	3.375 x 4.750 in	\$1,500	\$1,250	\$1,050
Spread	Two pages	\$4,265	\$3,800	\$3,600
Cover II, III, IV	Premium placement	\$4,100	\$3,900	\$3,330

Full Page Trim Size	8.125 x 10.875 in
Full Page Bleed Size	8.375 x 11.125 in

ADVERTISING DEADLINE:

Ads are due on the 25th of each month, two months prior to publication. (For example, ads for the January issue are due November 25.)

Submit final ads to sales@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.

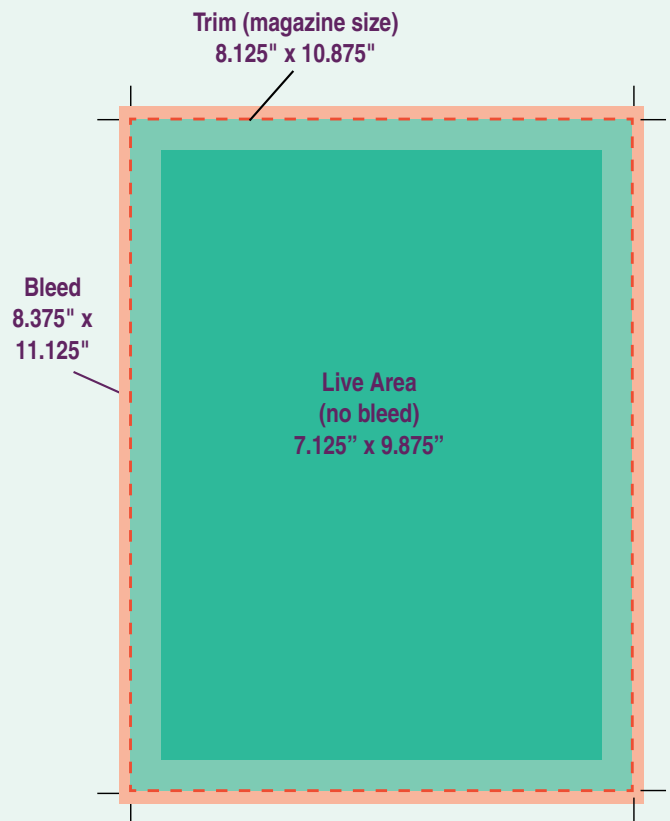
AD PRODUCTION & SUBMISSION

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.

sales@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



Email ads to sales@aota.org

Sponsored Content—*OT Practice*

SPONSORED CONTENT OPPORTUNITIES

Sponsored content positions your organization as a thought leader while delivering educational value to AOTA members. All sponsored content is developed and designed by your organization and review process/deadlines by AOTA.

OT Practice ADVERTORIALS

February <i>OT Practice</i>	Recruitment Trends
May <i>OT Practice</i>	What’s New in Universities
August <i>OT Practice</i>	OT and Telehealth
November <i>OT Practice</i>	OT and AI

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.

OT Practice EXECUTIVE BY-LINERS

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.

OT Practice INFOGRAPHICS

Sometimes pictures are worth 1,000 words, especially when presented in the increasingly popular infographic format.

Format	Rate	Description
Advertorial (<i>OT Practice</i>)	\$5,000 Earned frequency FP rate, 4c (see page 7)	General placement of article published in <i>OT Practice</i>
Single Sponsored Article (<i>OT Practice</i>)	\$5,000	Journalistically reported article
Infographic (<i>OT Practice</i>)	\$5,000	Custom visual storytelling

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 (February, May, August, November only)	Sponsored Content Reservation Deadline
January	November 21, 2025	December 3, 2025		
February	December 19, 2025	January 5, 2026	Recruitment Trends	December 5
March	January 21, 2026	January 28, 2026		
April	February 18, 2026	February 25, 2026		
May	March 25, 2026	April 2, 2026	What's New in Universities	March 5
June	April 22, 2026	April 29, 2026		
July	May 5, 2026	May 27, 2026		
August	June 24, 2026	July 1, 2026	OT and Telehealth	June 5
September	July 22, 2026	July 30, 2026		
October	August 26, 2026	September 2, 2026		
November	September 23, 2026	September 30, 2026	OT and AI	September 4
December	October 21, 2026	October 29, 2026		

Advertorial Themes (limited to 5 advertisers per topic)

Advertising Deadline: Ads are due the 25th of 2 months prior to publication (e.g., January ads are due November 21st).

Email ads to sales@aota.org

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: 76,909
- ▶ Average monthly page views: 452,547
- ▶ Average time spent on site: 2 minutes, 19 seconds

AOTA.ORG VIEWERS

- ▶ 70% browse from a desktop
- ▶ 29% browse from a phone
- ▶ 1% browse from a tablet

AOTA.ORG ADVERTISING OPTIONS

Placement	Size	Rate	Details
Medium Rectangle	300 x 250	\$4,000 / month	Rotates across AOTA.org pages
Leaderboard	728 x 90	\$4,400 / month	Rotates across AOTA.org pages

FILE SIZE For an image file, maximum 200KB

AMERICAN JOURNAL OF OCCUPATIONAL THERAPY (AJOT) SITE

#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.

Placement	Size	Rate	Details
Medium Rectangle	300 x 250	\$4,000 / month	Appears on AJOT pages

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 or call 972-402-7070.

AOTA Webinar Opportunities

Gather qualified leads from the occupational therapy community

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.

WEBINAR BENEFITS INCLUDE:

- ▶ A year-round calendar featuring rotating topics relevant to OT practice
- ▶ Average attendance of approximately 200 participants
- ▶ Promotion to AOTA members to support strong registration
- ▶ Post-event access to a list of all opt-in registrants
- ▶ Webinar recordings hosted in AOTA's learning management system for ongoing, on-demand visibility

Opportunity	Rate	What's Included
Sponsor-Presented Webinar	\$6,000	Exclusive sponsorship; sponsor-delivered educational content; promotion to AOTA audience; opt-in registrant lead list; recording hosted in AOTA's learning platform
Sponsor an AOTA Webinar	\$3,000	Logo on slides; sponsor recognition during introduction; promotion to AOTA audience; opt-in registrant lead list. Contact us for a current list.



OT JobLink

LOOKING FOR YOUR NEWEST OT OR OTA?

OT JobLink (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
- ▶ Résumé search access
- ▶ Use within 1 year

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

(860) 544-5827

alexi.demauro@momentivesoftware.com

sales@aota.org

OT JOBLINK JOB POSTING RATES

Premium Job Flash Package: \$599

- ▶ 1 job posting
- ▶ 30 days online
- ▶ Job emailed to qualified occupational therapy professionals
- ▶ Use within 1 year

30-Day Job Posting and Emailed to Niche Professionals: \$499

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

Ultimate Recruitment Package: \$799

- ▶ Talent boost upgrade
- ▶ 30 days online per job
- ▶ Resume search access
- ▶ Use within 1 year



AOTA E-newsletters

Boasting higher than industry standard open rates, AOTA e-newsletters are a great way to get eyes on your content.

- OT Practice** – 49,000 distribution to all levels of OTs and OTAs
- OT Essential** – 49,000 distribution to all levels of OTs and OTAs
- OT Insights**– 49,000 distribution to all levels of OTs and OTAs
- 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.

Publication	OT Practice e-newsletter
Audience	49,000 OT Practitioners
Frequency	Monthly
Send Timing	Second Wednesday
Rate	\$1,800 per issue
Inventory	3 ad spots
Ad Format & Specs	<ul style="list-style-type: none"> ▶ 150 x 150 pixels ▶ Format: JPEG, PNG, GIF ▶ Max file size 200K ▶ URL link ▶ 10-word description

Advertising Deadline: 2 weeks prior to publication.

Email banner ad to sales@aota.org



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.

Publication	OT Essential (Exclusive)
Audience	49,000 OT Practitioners
Frequency	3x monthly
Send Timing	Tuesdays (please see exact dates below)
Rate	\$3,200 per issue
Inventory	1 ad spot
Ad Format & Specs	<ul style="list-style-type: none"> ▶ 200 x 200 pixels ▶ Format: JPEG, PNG, GIF ▶ Max 200K ▶ URL link ▶ 40-word description

Advertising Deadline: 1 week prior to publication
 Email banner ad to sales@aota.org



OT ESSENTIAL PUBLISH DATES

January 13, 2026
January 27, 2026
February 3, 2026
February 10, 2026
February 24, 2026
March 3, 2026
March 10, 2026
March 24, 2026
April 7, 2026

April 14, 2026
April 28, 2026
May 5, 2026
May 12, 2026
May 26, 2026
June 2, 2026
June 9, 2026
June 23, 2026
July 7, 2026

July 14, 2026
July 28, 2026
August 4, 2026
August 11, 2026
August 25, 2026
September 1, 2026
September 8, 2026
September 22, 2026
October 6, 2026

October 13, 2026
October 27, 2026
November 3, 2026
November 10, 2026
November 24, 2026
December 1, 2026
December 8, 2026
December 15, 2026

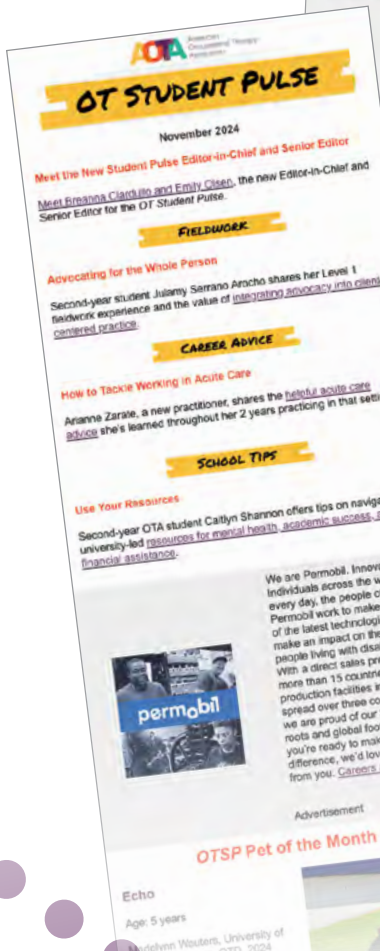
Publish dates are subject to change based on editorial discretion.

OT Student Pulse e-newsletter–EXCLUSIVE Opportunity

Target OT and OTA 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.

Publication	OT Student Pulse (Exclusive)
Audience	25,000 OT & OTA students
Frequency	Monthly
Send Timing	First Wednesday
Rate	\$2,700 per issue
Inventory	1 ad spot
Ad Format & Specs	<ul style="list-style-type: none"> ▶ 200 x 200 pixels ▶ File: JPEG, PNG, GIF ▶ Max file size 200K ▶ URL link ▶ 40-word description

Advertising Deadline: 2 weeks prior to publication.
 Email banner ad to Sales@ota.org



OT Insights e-newsletter (Exclusive)

OT Insights is an e-newsletter designed to engage Occupational Therapy Practitioners who are not yet AOTA members. Each issue delivers timely practice insights, professional resources, and AOTA updates to a highly engaged prospect audience.

Publication	<i>OT Insights (Exclusive)</i>
Audience	35,000–95,000 OT Practitioners
Frequency	2x monthly
Send Timing	Tuesdays
Rate	\$2,500 per issue
Inventory	1 ad spot
Ad Format & Specs	<ul style="list-style-type: none"> ▶ 200 x 200 pixels ▶ File: JPEG, PNG, GIF ▶ Max file size 200K ▶ URL link ▶ 40-word description



Advertising Deadline: 4 weeks prior to publication
 Email banner ad to sales@aota.org



Social Media Advertising

AOTA’s social media channels offer broad reach and strong engagement among occupational therapy professionals, students, and leaders.

INSTAGRAM@AOTA INC

- ▶ 68,745 followers
- ▶ Over 2.5M in impressions in 2025
- ▶ Over 36K content interactions in 2025
- ▶ Over 17K link clicks in 2025

FACEBOOK–AOTA

- ▶ 135,444 followers
- ▶ Over 8.2M in impressions in 2025
- ▶ Over 45.6K link clicks in 2025
- ▶ Over 58.4K content interactions in 2025

LINKEDIN–AOTA (NEW IN 2026!)

- ▶ 91,131 followers
- ▶ Over 1.1M in impressions in 2025
- ▶ Over 47.3K link clicks in 2025
- ▶ Over 69.5K content interactions in 2025



Platform	Rate	What's Included
Instagram Sponsored Post	\$1,000	Image plus up to 100 words of copy; company tagged
Facebook Sponsored Post	\$1,000	Image plus up to 100 words of copy; company tagged
LinkedIn Sponsored Post	\$1,000	Image plus up to 100 words of copy; company tagged

Image Specs	
Facebook	1080 x 1350 pixels; Max file image 200K
Instagram	1080 x 1080 pixels; Max file image 200K
LinkedIn	1600 x 900 pixels; Max file image 200K

*Limit of two sponsored posts per platform per month.

*AOTA reserves the right to adjust posting and publication dates based on external events at its discretion. AOTA will advise if dates need to change due to external and/or time-sensitive factors.

OT Month Sponsorship Opportunity

OT Month sponsorship offers organizations the opportunity to demonstrate support for the occupational therapy profession while maintaining a visible presence across AOTA's most widely accessed channels.

SPONSORSHIP INCLUDES

Email Recognition

Sponsor logo featured in all OT Month-related email communications sent January–April 2027 (minimum of five sends; more than 125,000 occupational therapy practitioners reached; past open rates exceed 22% with click-through rates of 3.5-12%)

Print and Digital Exposure

Sponsor logo will appear in *OT Practice* "OT Month" print ads appearing in April 2027, reaching circulation of 49,000 in print and digitally. Sponsor logo will also appear in printed OT Month product catalogs, mailed to all past purchasers.

Website placement

- ▶ Sponsor logo displayed on AOTA.org OT Month webpages
- ▶ Sponsor logo included on the Vendor Partner page featuring OT specialty items

Social media recognition

Sponsor recognition across AOTA social media platforms whenever OT Month content is promoted

Sponsorship	Rate	Availability
OT Month Sponsor	\$7,000	Limited to three sponsors

Why Organizations Sponsor OT Month

- ▶ Broad visibility across email, print, web, and social channels
- ▶ Strong alignment with a nationally recognized professional campaign
- ▶ Consistent exposure over a four-month period
- ▶ Limited inventory that preserves sponsor prominence

AOTA Sales Team | sales@aota.org



[Click here to learn about exhibitor and sponsor opportunities at AOTA INSPIRE | Annual Conference & Expo](#)

