

ADVERTISING OPTIONS AND SPECIFICATIONS

WEBSITE CLASSIFIED LISTINGS:

Job Opportunities:

30 days AU\$ 40.00

Courses

30 days AU\$ 70.00

Events

30 days AU\$ 70.00

Research Questionnaires

60 days AU\$ 90.00

WEBSITE BANNER ADVERTISEMENTS:

Monthly Fee: AU\$ 195.00

3 Month Fee: AU\$ 380.00

The specifications for Banner Advertisements:

Dimensions: 550 pixels wide x 90 pixels high – or – 140 pixels wide x 340 pixels high

Resolution: Screen 72dpi

Format: JPEG or GIF

Animated banner advertisements can be accommodated for an additional fee of AUD\$ 100 and can only be accepted in GIF format. Animated banner advertisements cannot be uploaded online and should be sent to the WFOT Secretariat for processing admin@wfot.org.au

E-NEWSLETTER BANNER ADVERTISEMENTS:

PUBLISHED QUARTERLY (PRICE PER ISSUE)

AU\$ 195

The specifications for the e-newsletter banner advertisement:

Dimensions: 640 pixels wide x 85 pixels high

Format: GIF

Details of specifications and how to submit are available from WFOT admin@wfot.org.au

WFOT BULLETIN:

The WFOT Bulletin is published twice a year, May and November. The deadline for the May issue is **15 January** and November issue is **15 July**.

Refer to Bulletin Advertising information on the website www.wfot.org

BENEFITS OF ADVERTISING WITH THE WORLD FEDERATION OF OCCUPATIONAL THERAPISTS (WFOT)

Website

- Approximately 60,000 sessions served per month and in excess of 1,500,000 hits per month.
- www.wfot.org is well represented in the major search engines.
- Accessible to all occupational therapists internationally, including educators, researchers and students

Bulletin

- Distributed to every WFOT individual member and member associations.
- Available in both print copy and e-copy versions
- Distributed internationally to occupational therapists, Educational Institutions and Libraries
- Used as a reference text for evidence based practice

E-Newsletter

- Produced four times a year, distributed to every WFOT Individual Member and Member Organisations.
- Sent globally and directly to an individual's email address
- Provides the latest news on WFOT activities, and news from the occupational therapy and healthcare worlds

PLEASE NOTE:

- ❑ Advertising must be pre-paid.
- ❑ All pricing is in Australian dollars
- ❑ Price listed valid from July 2011 can be subject to change
- ❑ A management application is used to randomise banner adverts throughout the website, therefore advertisements may not remain static on the main page
- ❑ WFOT hereby reserves the right to refuse permission for advertisements to be placed on its website.
- ❑ Adverts can be withdrawn from the website by WFOT at any time without notice.
- ❑ Adverts published on the website or e-newsletter does not imply endorsement of the featured products
- ❑ See full terms and conditions.