



Advertising Costs- WFOT Bulletin

BENEFITS OF ADVERTISING WITH THE WFOT BULLETIN

- Distributed to every WFOT individual member and member associations – reaches 7000 members in 70 countries.
- Longevity – stays on the bookshelf.
- Distributed extensively and internationally to Occupational Therapists, Educational Institutions and Libraries – reaching directly to the educators and students, and individual practitioners.
- Used as a reference text for Educators and OT students

SPECIFICATIONS and FEES

Specifications for the advertisement that appears in the Bulletin should be prepared in accordance with the following specifications:

Format: Tiff/EPS (recommended); or GIF/JPG, with high resolution

1. Black-and-white
2. One full page (width) 21cm X (height) 27.5cm, or
One half page (width) 21cmX (height)13.5cm
with a minimum resolution 300dpi
3. Fees for one issue: Full page – US\$ 585.00; Half page – US\$ 346.00

Specifications for the Insert Ad are as follows:

1. Size : 21cm(H) x 27.5cm(W) (size smaller than the bulletin)
2. Extent : 2pp (one side with content only)
3. Colour : one side black and white only
4. Paper : 80gsm woodfree paper (same as text of bulletin)
5. Price : Based on current printing and insertion costs
US\$1,254 (based on 3000 thousands inserts only without printing cost; the client provides the material. Any additional inserts: price to be advised)

The above is the Insert Ad price based on the above Insert Ad specifications only. If any of the above change, the price may vary.

DATES

There are two issues of the Bulletin a year, May and November. The deadline for the May issue is **January 15** and the November issue is **July 15**.

PAYMENT METHOD

Payment made payable to **The World Federation of Occupational Therapists**

Either **Bank Draft to:** E Sharon Brintnell

Dept of Occupational Therapy
Faculty of Rehabilitation Medicine
University of Alberta
2-64 Corbett Hall
Edmonton, Alberta T6G 2G4, Canada

Or **Bank Wire to:** WFOT

World Fed of Occupational Therapists, TD Canada Trust,
10864 Whyte Avenue, Edmonton, Alberta, Canada T6E 2B3
Transit #83689,
Institution #004,
Destination #0879,
Account #7107082

PLEASE NOTE:

- The World Federation of Occupational Therapists hereby reserves the right to refuse permission for advertisements to be placed in the Bulletin.
- Advertising must be paid and cleared by the due dates.
- All pricing is in US dollars.
- Price listed can be subject to change.
- WFOT Bulletin reserves the right to withdraw any adverts at any time in its sole discretion even after the commencement date. See full terms and conditions.
- Placement of advertising in the Bulletin does not imply any endorsement of the advertised products and / or services the World Federation of Occupational Therapists

Disclaimer

The inclusion of advertisements in this publication does not indicate endorsement by the WFOT of any of the goods or services offered. Furthermore, the comments and opinions expressed are those of the writer and not WFOT.