Advertising and Sponsorship Brochure
2019
WFOT is the global voice for occupational therapy and sets the standard for its practice. We represent occupational therapists worldwide that are making lives fit for living.
Table of Contents

What is the World Federation of Occupational Therapists? 4
Why advertise with us? 4
WFOT website
- Banner Advertisements 6
- Job Opportunities 8
- Course Advertisements 9
- Research Questionnaires 10
- Events 11
- Online Store 12
E-Newsletter 13
World Occupational Therapy Day 15
Endorsement of Short Courses 16
Other sponsorship opportunities 17
How to advertise with WFOT 18
Payment Methods 19
What is the World Federation of Occupational Therapists (WFOT)?
The World Federation of Occupational Therapists (WFOT) is the international organisation representing over 500,000 occupational therapists worldwide. With over 100,000 occupational therapy students and 50,000 occupational therapy assistants, the number of people involved in the profession is in excess of a half a million.

WFOT is truly unique in that it is the only organisation that represents 101 national occupational therapy organisations worldwide.

History
Founded in 1952, WFOT is a Non-Government Organisation (NGO), which has been in official relations with the World Health Organisation (WHO) since 1959 and recognised by the United Nations (UNI) since 1963.

Career
Occupational therapy was ranked as the 4th best job in 2018¹ – a worthy accolade (though we would rank it 1st!). A well established and continually growing profession, occupational therapy is recognised as one of the important health and social care professions throughout the world.

The World Federation of Occupational Therapists is the organisation that unites occupational therapy worldwide.


Why advertise with us?

As the only international organisation representing occupational therapy worldwide, WFOT offers a plethora of products and services to serve a global community. Our website [www.wfot.org](http://www.wfot.org) continues to be one of our main communication portals.

The website attracts visitors from all over the world including national occupational therapy associations, occupational therapists, students, assistants, other health care professions, governments, policymakers and the general public.

In 2018 our website generated 750,000 page views from 192 different countries.

As an international organisation, our membership comprises of occupational therapists who speak a range of languages. We offer translated documents and online services that enable people to access our publications from wherever they are based.

WFOT’s Facebook Page [www.facebook.com/thewfot](http://www.facebook.com/thewfot) has over 25,000 people supporting our work and our Twitter account [https://twitter.com/thewfot](https://twitter.com/thewfot) has 11,000 followers and continuing to grow on daily basis.

We believe that advertising with WFOT not only provides access to the international occupational therapy community, our advertising and sponsorship prices offer unbelievable value for money.
**WFOT WEBSITE – Banner Advertisements**

High profile banner advertisements are constantly visible on the website and available on all pages. With the option of a wide banner on the homepage or a side banner on all other pages of the WFOT website, your advertisement will be seen by people visiting the website every day.

Banner advertisements appear on a rotational basis managed by an online website application.
About

Why we’re here
Making lives fit for living.
To enable engaged, meaningful lives, for everyone by encouraging occupational therapy excellence.

What makes us different?
WFOT is the global voice for occupational therapy and sets the standard for its practice. What do we do and how do we do it?
We are a global network of ninety five member organisations, representing 480,000 occupational therapists.
We set the standard for occupational therapy practice internationally and promote excellence through research and education.
Our annual occupational therapy day raises awareness for the profession and provides a platform to celebrate and exchange the diversity of our members.
As a worldwide body we represent the profession in its role of improving world health and wellbeing.

Who are we here for?
A global community of occupational therapists seeking to improve their practice, its recognition on an international level and its understanding in the wider world health context. We are their platform for debate and knowledge and their support for research and credentials.

Banner Advertisement Specifications

Dimensions:
Banner Advert A [homepage]- 1600 pixels wide x 320 pixels high
Banner Advert B [all other pages] - 600 x 600 pixels
Resolution: Screen 72dpi
Format: JPEG or GIF

Animated banner advertisements can only be accepted in GIF format.

Banner Advertisement Prices
1 [Banner A or B] x 30 days USD$ 200.00
1 [Banner A or B] x 90 days USD$ 500.00
1 [Banner A or B] x 180 days USD$ 900.00
WFOT WEBSITE – Job Opportunities
Looking to recruit occupational therapy staff? WFOT’s Classifieds webpage is the perfect place to promote and advertise your job vacancies. As one of the most frequently visited pages on our website, your vacancies are likely to be seen by thousands of occupational therapists worldwide.

Most recently listed jobs also appear on the website homepage.

FREE Add-on: Job Advertisements feature on WFOT social media (Facebook and Twitter)

Job Advertisement specifications
Please email us at admin@wfot.org and we will send you the Job Advertisement form to complete and return to us.

Job Advertisement price (including FREE Add-on: WFOT social media feature)
1 x 30 days – USD$20
WFOT WEBSITE – Course Advertisements
Looking for people to join your attendance based or distance learning course/programme? WFOT's Classifieds webpage is the perfect place to promote your vacancy to thousands of people worldwide. Most recently listed courses also appear on the website homepage.

FREE Add-on: Course Advertisements feature on WFOT social media (Facebook and Twitter)

Course Advertisement specifications
Please email us at admin@wfot.org and we will send you the Course Advertisement form to complete and return to us.

Course Advertisement price (including FREE Add-on: WFOT social media feature)
1 x 30 days - USD$50
WFOT WEBSITE – Research Opportunities
Wanting to attract international respondents to complete a research questionnaire? WFOT’s Classifieds webpage is an innovative way of reaching occupational therapists, students and assistants to participate in your research. You will need to provide evidence that ethical approval has been granted for the study from an awarding institution. Most recently listed questionnaires also appear on the website homepage.

FREE Add-on: Research Opportunities feature on WFOT social media [Facebook and Twitter]

Research Questionnaire specifications
Please email us at admin@wfot.org and we will send you the Research Questionnaire form to complete and return to us together with evidence of ethical approval.

Research Questionnaire price [including FREE Add-on: WFOT social media feature]
1 x 60 days – USD$ 70
WFOT WEBSITE – Events
Do you have an event, conference or meeting organised that you want to promote to an international audience? WFOT’s website allows you to post your meeting in a dedicated Events page. Most recently listed Events also appear on the website homepage.

Event listing specifications
Please email us at admin@wfot.org and we will send you the Events form to complete and return to us.

Event listing price
1 x 60 days – USD$ 50
WFOT WEBSITE – Resources

The WFOT Resources provides a range of products and merchandise available for purchase. Do you want to increase the visibility of your products to an international audience? You are now able to list your products in our Resources webpages.

Your product will be listed as sponsored product and provide a direct link to your organisation’s website where potential customers can review and complete their transaction. WFOT is unable to organise the purchase and distribution of your goods via its website.

Resources product feature specifications

Please email us at admin@wfot.org and we will send you the Resources product feature form to complete and return to us.

Resources product feature price

1 x 180 days – USD$ 80
WFOT E-newsletter
WFOT’s e-newsletter is produced quarterly and sent directly to over 15,000 subscribers. It contains all the latest news from around the world including articles, features and promotions to cater for a range of education, practice and research interests. Advertising in the e-news is a perfect way to reach a subscriber’s inbox with the latest occupational therapy-relevant information.

E-news offers both banner advertising and advertorials to market your products and links. There is also an opportunity to sponsor the entire e-news publication at a very competitive price.
E-news - Banner Advertisement Specifications

Dimensions: Top Ad Unit
Width: 600 pixels; Height: 90 pixels Image type: GIF, JPEG or PNG
File size: <100KB

Middle Ad Unit
Width: 140 pixels; Height: 200 pixels or 300 pixels Image type: GIF, JPEG or PNG
File size: <100KB

Bottom Ad Unit
Width: 600 pixels; Height: 90 pixels Image type: GIF, JPEG or PNG
File size: <100KB

For animated GIF advertisements the following limitations apply: - Animation length must be 30 seconds or shorter
- Can be looped, but the animations must stop after 30 seconds - Must be 5 fps or slower

E-news - Advertorials
Maximum length - 500 words. One image can be provided to supplement the text.

Banner and Advertorial Advertisement Prices – Cost Per Issue
Top, Middle or Bottom Advertisements - USD$ 150 each
Advertorial - USD$ 195
Entire sponsorship (3 x banner adverts and advertorial) – USD$ 500
EVENTS – World Occupational Therapy Day

World Occupational Therapy Day takes place on the 27th October of each year. The event is celebrated by national associations, occupational therapists, students and assistants all over the world. Many organise high profile events to promote the global presence of the occupational therapy profession. We generate thousands of visitors to the website and equal numbers of promotional materials are downloaded from our Resource Centre.

The World Occupational Therapy Day campaign starts in June of each year and ends in May the following year.

As the premium sponsor of World Occupational Therapy Day you would be able to include your company name and logo on the following items:

- Official World Occupational Therapy Day poster (designed in partnership with your company) available in 5 languages
- Guide to World Occupational Therapy Day publication
- Digital calendar
- 6 month sponsorship of the World Occupational Therapy Day webpage
- Eight posts on the WFOT Facebook page and eight posts on Twitter promoting your company as proud sponsors of World Occupational Therapy Day
- Dual branded cover-art for our Facebook and Twitter pages
- Six month banner advertisement on the WFOT website

World Occupational Therapy Day premium sponsorship price

Premium Sponsor Package (one per year) - USD$ 3000
WFOT – Endorsement of Short Courses
Are you an education provider specialising in the continuing professional development of occupational therapists? Obtaining official endorsement by WFOT for the short course you are offering is an effective way to promoting quality assurance to potential participants.

WFOT endorsement of short courses enables a number of exclusive permissions to be granted:

- Authorised use of the WFOT logo on all marketing and course information,
- Publication of the statement “This course is endorsed by the World Federation of Occupational Therapists (WFOT)”
- An exclusive WFOT endorsement number and certificate indicating that the participant has completed a WFOT-endorsed course

Upon the receipt of a positive evaluation a letter will be issued by the WFOT Programme Coordinator Education, co-signed by the WFOT President that indicates WFOT endorsement of the specific course and the proposed dates it will be held.

For more information visit [www.wfot.org](http://www.wfot.org) > Resources > Endorsement of Short Courses

Endorsement of short courses prices
Endorsement of Short Course - USD$ 175
Endorsement of Short Course (repeat) – USD$ 90
Other Sponsorship opportunities
WFOT welcomes innovative and creative ways to develop sponsorship and partnership arrangements with our supporters.

We welcome your feedback and suggestions on ideas that you might want to develop with us.

There are numerous opportunities to explore which include;

- Executive Management Meeting (once a year)
- WFOT Council Meetings (once every two years)
- Development of e-cards, posters and promotional materials (digital or giveaways)
- Mobile applications (apps)
- Funding grants and Awards
- Attendance/representation at international meetings
- Online videos/digital media promoting the occupational therapy profession

Please contact us with your ideas and suggestions by emailing admin@wfot.org

WFOT Congress and Expo

![WFOT Congress and Expo](image)

WFOT’s Congress takes place once every four years and attracts thousands of occupational therapists from all over the world. The next Congress and Expo will take place in Paris in 2022. There are a range of sponsorship opportunities available for this event that are not included in this general brochure. Please contact us at admin@wfot.org for more information.
# How to advertise with WFOT

<table>
<thead>
<tr>
<th>Type</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WEBSITE</strong></td>
<td></td>
</tr>
<tr>
<td>Banner Advertisements</td>
<td>1 x 30 days: USD$200; 1 x 90 days: USD$500; 1 x 180 days: USD$900</td>
</tr>
<tr>
<td>Job Advertisements</td>
<td>1 x 30 days: USD$20</td>
</tr>
<tr>
<td>Courses</td>
<td>1 x 30 days: USD$50</td>
</tr>
<tr>
<td>Research Questionnaires</td>
<td>1 x 60 days: USD$70</td>
</tr>
<tr>
<td>Events</td>
<td>1 x 30 days: USD$50</td>
</tr>
<tr>
<td>Resources/product feature</td>
<td>1 x 180 days: USD$80</td>
</tr>
<tr>
<td><strong>E-NEWS</strong></td>
<td></td>
</tr>
<tr>
<td>Banner Advertisement</td>
<td>1 x any size: USD$150</td>
</tr>
<tr>
<td>Advertorial</td>
<td>1 x advertorial: USD$195</td>
</tr>
<tr>
<td>Entire sponsorship</td>
<td>3 x banner + 1 x advertorial: USD$500</td>
</tr>
<tr>
<td><strong>COURSES</strong></td>
<td></td>
</tr>
<tr>
<td>Endorsement of Short Courses</td>
<td>1 x endorsement: USD$175; Repeat: USD$90</td>
</tr>
<tr>
<td><strong>WOT DAY</strong></td>
<td></td>
</tr>
<tr>
<td>World Occupational Therapy Day</td>
<td>1 x year: USD$3000</td>
</tr>
<tr>
<td><strong>DISCOUNTS</strong></td>
<td></td>
</tr>
<tr>
<td>Discounted advertising packages</td>
<td>Price on Application</td>
</tr>
</tbody>
</table>
Payment Methods

1. **Bank draft:** Payable to World Federation of Occupational Therapists
   Mail to: WFOT Vice President Finance, c/o Dept of Occupational Therapy
   2-64 Corbett Hall, University of Alberta
   Edmonton, Alberta, Canada T6G 2G4

2. **PayPal:** *only for amounts below US$ 100* to the recipient email address: admin@wfot.org

3. **Bank wire:**
   Name on account: World Federation of Occupational Therapists (in full) or WFOT
   Address of account holder: 264 Corbett Hall University of Alberta
   Edmonton, AB, Canada T6G 2G4
   Transit number: 8368
   Branch number: 0879
   Account number: 7107082
   Bank name: TD Canada Trust
   Branch address: 10864 Whyte Avenue, Edmonton, AB, Canada T6E 2B3
   SWIFT code: TDOMCATTTOR
   ABA/routing number: 026009593

Please instruct your bank to send payment in **US Dollars**. Please **do not deduct** originating bank charges from the amount being sent to WFOT.