

Advertising and Sponsorship Brochure

2020



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.

WFOT 2020

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What is the World Federation of Occupational Therapists (WFOT)?

The World Federation of Occupational Therapists (WFOT) is the international organisation representing over 580,000 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 professional 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 (UN) since 1963.

Career

Occupational therapy was ranked as the 4th best job in 2019¹ – 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.

1 <https://www.careercast.com/jobs-rated/best-jobs-of-2019?page=3>

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 continues to be one of our main communication portals.

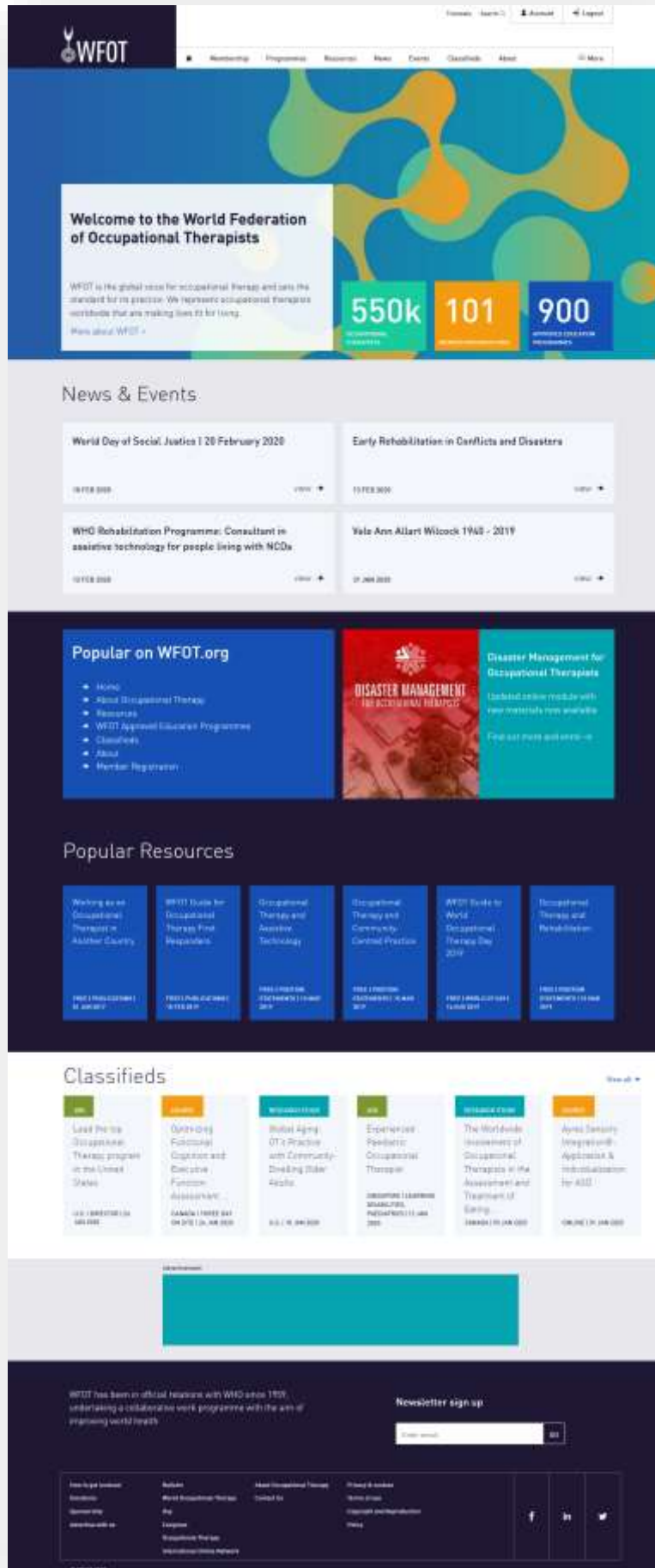
The website attracts visitors from all over the world including professional occupational therapy associations, occupational therapists, students, assistants, other health care professions, governments, policymakers and the general public.

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 has over 28,000 people supporting our work and our Twitter account <https://twitter.com/thewfot> has 14,000 followers and continuing to grow on daily basis.

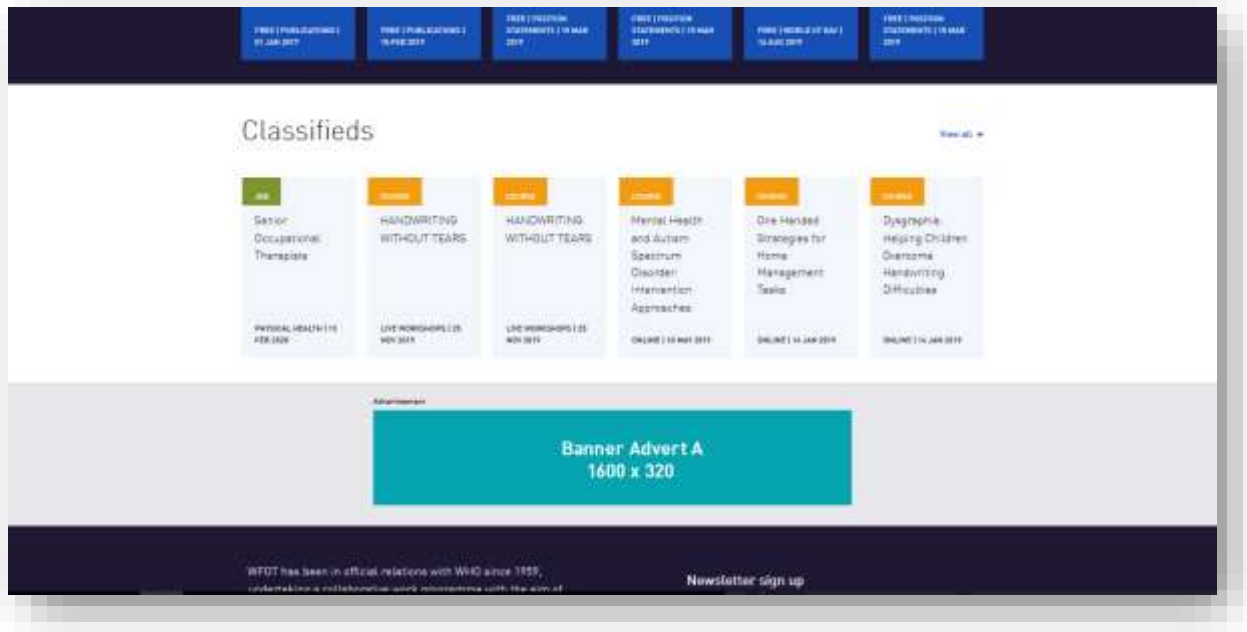
We believe that advertising with WFOT not only provides access to the international occupational therapy community, our advertising and sponsorship prices offer unbelievable value for money.

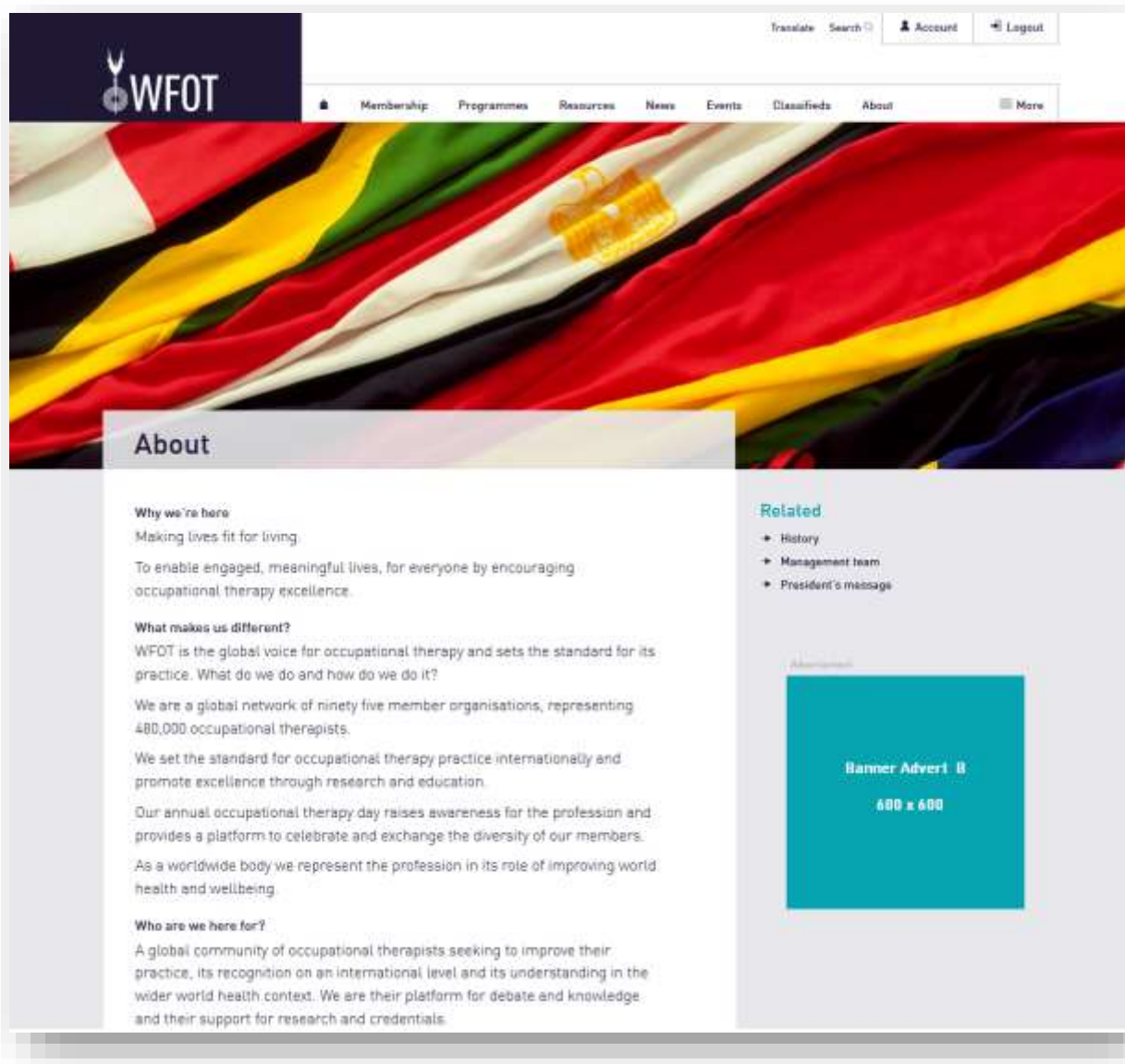


WFOT WEBSITE – Banner Advertisements

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.





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

File size: <250Kb

Format: JPEG or GIF

WFOT reserves the right to reject animated GIFs if they are too rapid or use flashing images.

Banner Advertisement Prices

1 (Banner A or B) x 30 days USD\$ 200.00

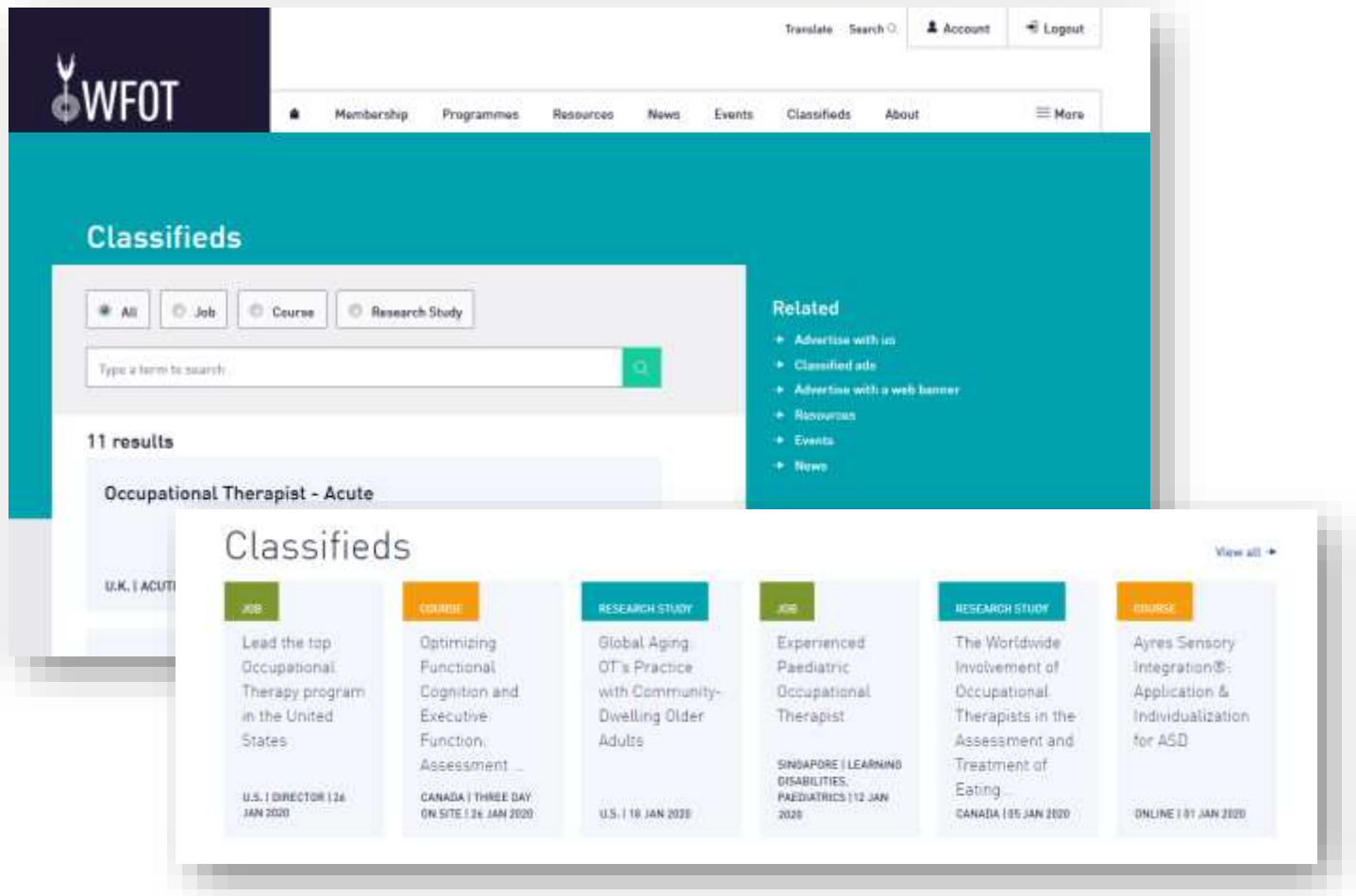
1 (Banner A or B) x 90 days USD\$ 500.00

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.



Job Advertisement specifications

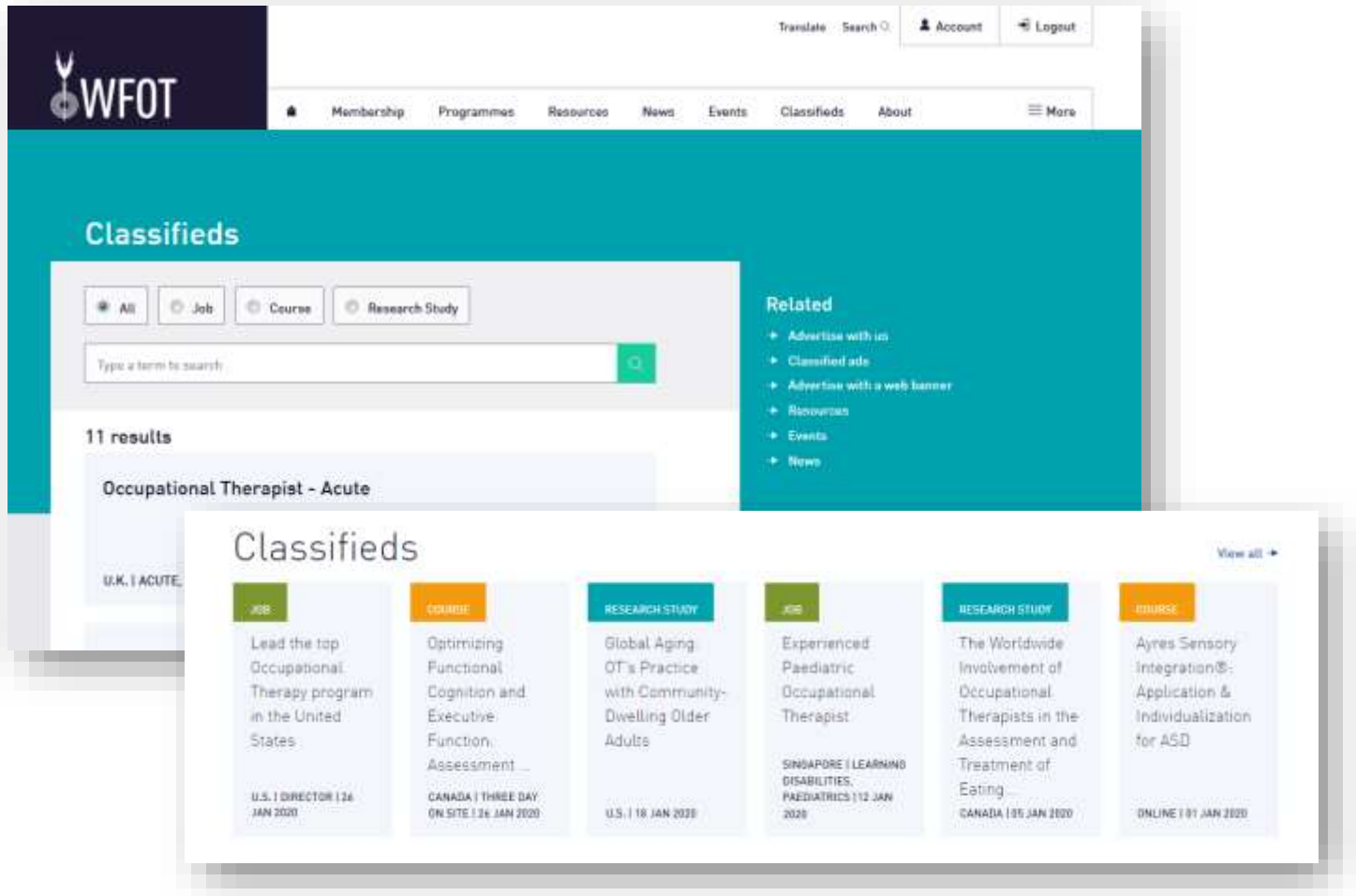
Please email us at admin@wfot.org and we will send you the Job Advertisement form to complete and return to us.

Job Advertisement price

1 x 30 days – USD\$30

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 course to thousands of people worldwide. Most recently listed courses also appear on the website homepage.



Course Advertisement specifications

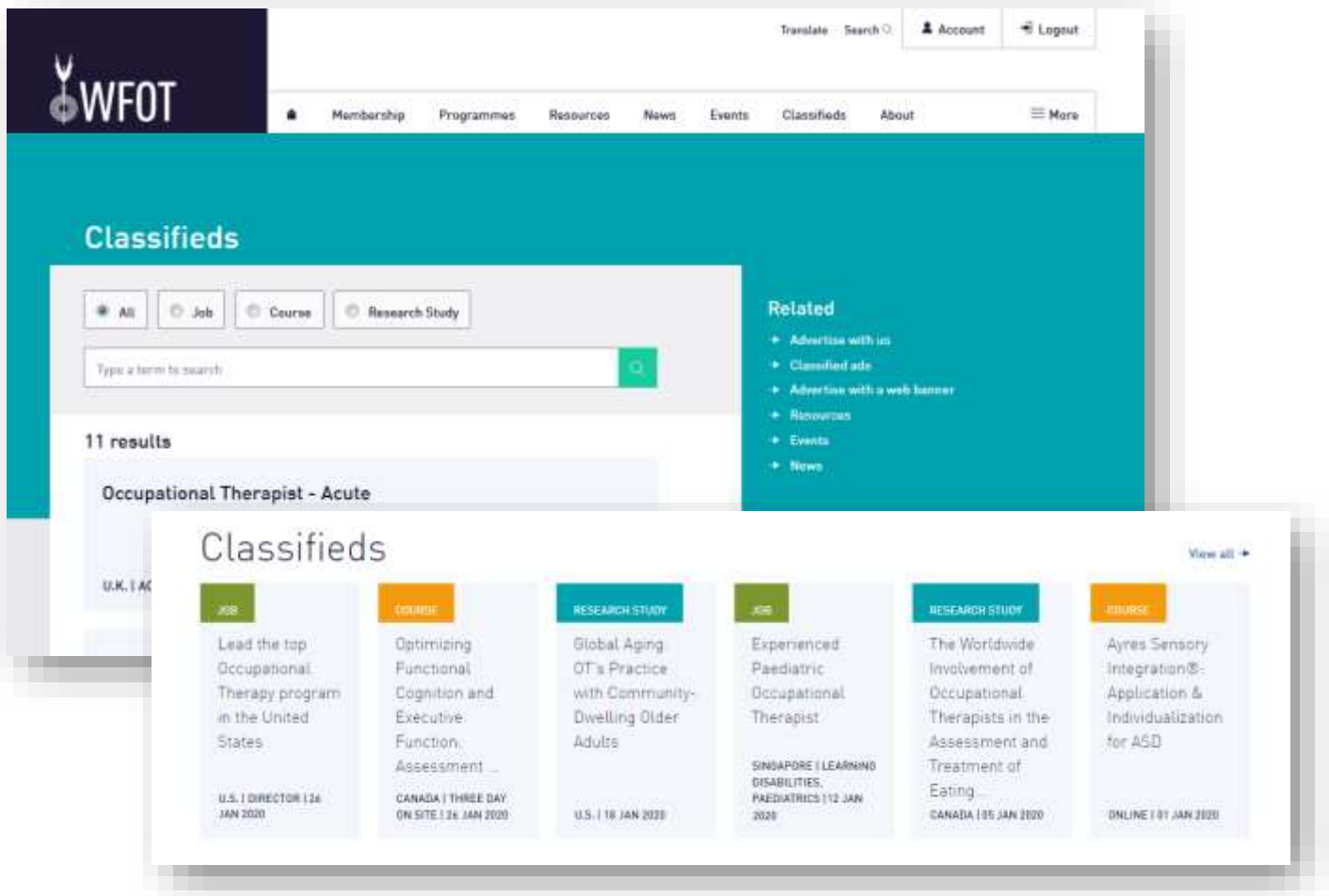
Please email us at admin@wfot.org and we will send you the Course Advertisement form to complete and return to us.

Course Advertisement price

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.



Research Questionnaire specifications

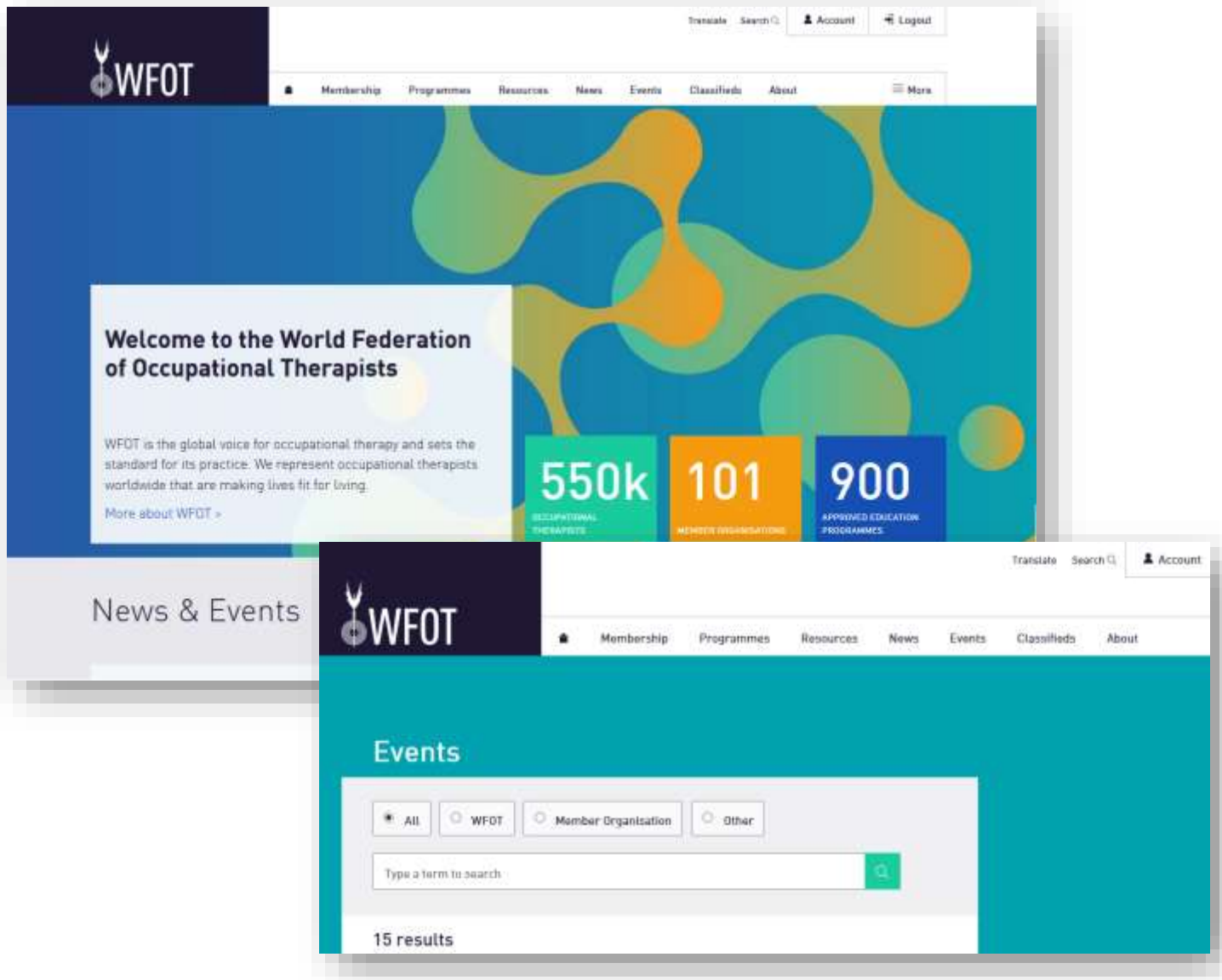
Please email us at admin@wfot.org and we will send you the Research Questionnaire form to complete and return to us together with evidence of ethical approval.

Research Questionnaire price

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

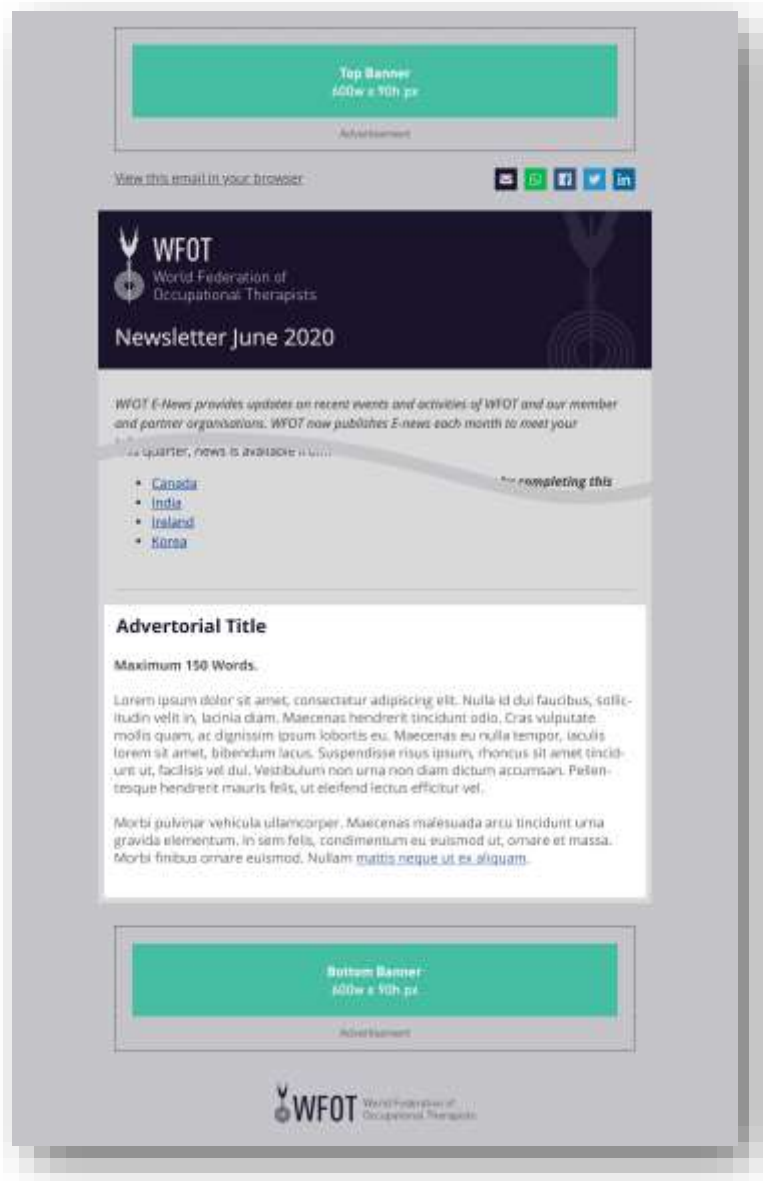
Please email us at admin@wfot.org and we will send you the Events form to complete and return to us.

Event listing price

1 x 60 days – USD\$ 50

WFOT E-newsletter

WFOT's e-newsletter is produced monthly and sent directly to over 12,000 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.



E-news - Banner Advertisement Specifications

Dimensions:

Top / Bottom Banner Ad: Width: 600 pixels wide x 90 pixels high

File size: <150KB

Format: GIF, JPEG or PNG

WFOT reserves the right to reject animated GIFs if they are too rapid or use flashing images.

E-news – Advertorials Specifications

Maximum length - 150 words.

Banner and Advertorial Advertisement Prices – Cost Per Issue

Top or Bottom Banner Advertisements - USD\$ 150 each

Advertorial - USD\$ 300

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.

Upon a positive evaluation, the course provider will receive:

- An Endorsement letter signed by the WFOT Programme Coordinator Education and co-signed by the WFOT President that indicates WFOT endorsement of the specific course and the proposed dates it will be held.
- An Endorsement Certificate
- An WFOT Endorsed logo, which can be used on all marketing and course material

For more information about Endorsement of Short Courses, please click [here](#).

Endorsement of short courses prices

Initial endorsement fees:

- An in-person workshop for one time, in one location – USD\$ 175
- An online workshop for one year – USD\$ 500

Repeat fees:

- Each time an in-person workshop is repeated – USD\$ 90
- Each subsequent year an online workshop is available – USD\$ 250

FREE Add-on: Feature in Classifieds under Courses until the workshop takes place (or for 1 year for online workshops).

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)
- Funding grants and Awards

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

WFOT Congress and Expo



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

	Type	Cost
WEBSITE	Banner Advertisements	1 x 30 days: USD\$200; 1 x 90 days: USD\$500; 1 x 180 days: USD\$900
	Job Advertisements	1 x 30 days: USD\$30
	Courses	1 x 30 days: USD\$50
	Research Questionnaires	1 x 60 days: USD\$70
	Events	1 x 30 days: USD\$50
E-NEWS	Banner Advertisements	1 x any size: USD\$150
	Advertorial	1 x advertorial: USD\$300
COURSES	Endorsement of Short Courses	Initial endorsement: <ul style="list-style-type: none"> - 1 x In-person workshop for one time, in one location: USD\$ 175 - 1 x online workshop for one year: USD\$ 500 Repeat fees: <ul style="list-style-type: none"> - Each time an in-person workshop is repeated: USD\$ 90 - Each subsequent year an online workshop is available: USD\$ 250
DISCOUNTS	Discounted advertising packages	Price on Application

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:	TDOMCATTOR
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.