



Michigan Occupational
Therapy Association

The Voice of Occupational Therapy in Michigan

MiOTA Advertising Contract

Michigan Occupational Therapy Association
124 W. Allegan, Suite 1900, Lansing MI 48933
Voice mail (517) 267-3918 Fax (517) 484-4442

NEWSLETTER Advertising Options & Rates. The **NEWSLETTER** is a quarterly publication. All composition must be camera-ready. *No bleed ads are accepted.* If more than one advertiser has requested special placement, space will be awarded on a first-come, first-serve basis. Completed ad must be emailed to MiOTA at the following address: office@miota.org

| Issue Date | Copy Deadline | Ad Size | Member Rate | Non-Member Rate |
|---------------------------------|---------------|---|---------------------|----------------------|
| <input type="checkbox"/> Winter | February 1 | <input type="checkbox"/> Full Page (7.5" x 10") | \$300.00 | \$600.00 |
| <input type="checkbox"/> Spring | May 1 | <input type="checkbox"/> ½ Page (7.5" x 5") | \$200.00 | \$400.00 |
| <input type="checkbox"/> Summer | August 1 | <input type="checkbox"/> ¼ Page (3.75" x 5") | \$125.00 | \$250.00 |
| <input type="checkbox"/> Fall | November 1 | <input type="checkbox"/> 1 column inch (3.25") | \$25/inch in height | \$50/inch in height |
| | | <input type="checkbox"/> 2 column inch (6.875") | \$50/inch in height | \$100/inch in height |
| | | <input type="checkbox"/> Business card ad | \$40.00 | \$80.00 |

WEBSITE Advertising Options & Rates - www.mi-ota.com

Text Ad on Website (Job, Event, or Product Advertisement): Includes logo and text. Digital copy must be submitted. One Hot link included. Ad will be posted within 2 business days after receipt of payment. Completed ad must be emailed to MiOTA at the following address: office@miota.org.

| | Member | Non-Member | Member | Non-Member |
|-------------------------------------|--|---|---|--|
| <input type="checkbox"/> Text Ad | <input type="checkbox"/> \$100/month | <input type="checkbox"/> \$175/month | <input type="checkbox"/> \$200/quarter | <input type="checkbox"/> \$350/quarter |
| <input type="checkbox"/> Design Fee | <input type="checkbox"/> \$75/hour for Members | | <input type="checkbox"/> \$150/hour for Non-Members | |
| Start Date | <input type="checkbox"/> Immediately | <input type="checkbox"/> Other specific start date: / / | | |

Special instructions:

BANNER AD on the WEBSITE: High visibility graphic-style advertising on all pages of the website except for the home page. The banner ads must be a static image file, size 360 pixels wide and 250 pixels high. No videos or gifs will be accepted. One hot link included. Ad will be posted within 2 business days after receipt of payment. Completed ad must be emailed to MiOTA at the following address: office@miota.org

| | Member | Non-Member | Member | Non-Member |
|-------------------------------------|--|---|---|--|
| <input type="checkbox"/> Banner Ad | <input type="checkbox"/> \$150/month | <input type="checkbox"/> \$200/month | <input type="checkbox"/> \$375/quarter | <input type="checkbox"/> \$500/quarter |
| <input type="checkbox"/> Design Fee | <input type="checkbox"/> \$75/hour for Members | | <input type="checkbox"/> \$150/hour for Non-Members | |
| Start Date | <input type="checkbox"/> Immediately | <input type="checkbox"/> Other specific start date: / / | | |

Special instructions:

MAILING LABELS

One time labels will be printed by MiOTA and mailed to customer. Can be sorted by zip code, special interest section and/or membership type. All materials using MiOTA mailing labels must relate to Occupational Therapy and are subject to review by MiOTA. Please submit a copy of the document with the request for labels.

| | Member Rate | Non-Member Rate |
|-------|--------------|-----------------|
| Label | \$0.10/label | \$0.25/ label |
| Sort | \$100 | \$250 |

EMAIL BLAST

One time email blast will be sent by MiOTA office. All email blasts must be relative to Occupational Therapy and each blast is subject to review by MiOTA.

| | | | |
|-------------|----------|-----------------|----------|
| Member Rate | \$100.00 | Non-Member Rate | \$250.00 |
|-------------|----------|-----------------|----------|

Contact Information

| | | |
|-----------------|------------------------|------|
| Company Name: | Contact: | |
| Street Address: | | |
| City: | State: | Zip: |
| Phone: () | Fax: () | |
| Email address: | Authorizing Signature: | |

Payment Information

| | | | |
|---|--|-------------------------------------|---------|
| Payment enclosed: Check/money order (made payable to MiOTA) | <input type="checkbox"/> Invoice will be sent to above address | | |
| Total amount to be charged to credit card: \$ | | | |
| <input type="checkbox"/> Visa | <input type="checkbox"/> MasterCard | <input type="checkbox"/> Am Express | Card #: |
| Expiration Date: | CVV: | Authorizing Signature: | |

DISCOUNT:

Frequency Discount/Single Ad Format: MiOTA provides a discount for multiple ads of the same type during the same calendar year. The Discount is 15% for 2 or 3 ads and 25% for 4 or more ads.

Frequency Discount/Multiple Ad Format: MiOTA provides a discount for multiple ads of different types during the same year; pay for 3 and get the 4th free! The least costly of the 4 advertisements would be free. The same advertisement can only be counted once for a discount. These discounts apply to:

- Website Text Advertisements
- Website Banner Advertisements
- Newsletter Advertisements
- Conference Brochure Print Advertisements
- Conference Sponsorships
- Conference Vendor Booths

Free events and/or MiOTA chapter meeting events will be posted free of charge.

MiOTA provides advertisements and information relative to quality professional continuing education opportunities as a service to its members. MiOTA reserves the right to review events or advertisement content prior to posting.