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| banner | **MiOTA Advertising and Research Contract**  Michigan Occupational Therapy Association  124 W. Allegan, Suite 1900, Lansing MI 48933  Voice mail (517) 267-3918 Fax (517) 484-4442 |

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| **NEWSLETTER**  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. Each request is subject to review by MiOTA volunteer leadership prior to posting of the event. | | | | | |
| **Issue Date** | **Copy Deadline** |  | **Ad Size** | **Member Rate** | **Non-Member Rate** |
| Winter | February 1 |  | Full Page (7.5 “ x 10”) | $300.00 | $600.00 |
| Spring | May 1 |  | ½ Page (7.5” x 5”) | $200.00 | $400.00 |
| Summer | August 1 |  | ¼ Page (3.75” x 5”) | $125.00 | $250.00 |
| Fall | November 1 |  | 1 column inch (3.25”) | $25/inch in height | $50/inch in height |
|  |  |  | 2 column inch (6.875”) | $50/inch in height | $100/inch in height |
|  |  |  | Business card ad | $40.00 | $80.00 |

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| **WEBSITE Advertising Options & Rates -** [**www.mi-ota.com**](http://www.mi-ota.com) | | | | | | | | |
| **Text Ad on Website (Job, Event, or Product Advertisement):**  Prior to posting of events an Advertising Contract (below) must be completed and all copy and images to be posted attached. Each request is subject to review by MiOTA volunteer leadership prior to posting of the event. All information being posted must be relevant to the profession of occupational therapy. Please provide JPG version of logo and text in word format. One hot link is included. The ad will be posted within 2 business days upon receipt of payment. | | | | | | | | |
|  | | Member | | Non-Member | Member | | Non-Member | |
| Text Ad | | $100/month | | $175/month | $200/quarter | | $350/quarter | |
| Design Fee | | $75/hour for Members | | | $150/hour for Non-Members | | | |
| Start Date | | Immediately | | 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 upon receipt of payment. | | | | | | | | |
|  | Member | | Non-Member | | | Member | | Non-Member |
| Banner Ad | $150/month | | $200/month | | | $375/quarter | | $500/quarter |
| Design Fee | $75/hour for Members | | | | | $150/hour for Non-Members | | |
| Start Date | Immediately | | Other specific start date:      /     / | | | | | |
| **Special instructions:** | | | | | | | | |

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| **RESEARCH STUDY**  A one month posting on the MiOTA website. Student(s) and preceptor must both be MiOTA members for the member rate to apply. An advertising contract (below) must be completed prior to the posting a research study online, completed and all copy and images to be posted attached. All research studies must be IRB approved and the approval number must be included on the request. All research posted must be relevant to the profession of occupational therapy and is subject to review by MiOTA volunteer leadership prior to acceptance. Research information may be sent by E-Mail, added to the newsletter, posted on the website, or one time mailing labels will be provided.  **FACEBOOK:** MiOTA will post research opportunities ONE time with the disclaimer: “This information is being provided as a service to MiOTA members.  MiOTA does not endorse this research opportunity.”  Each request is subject to review by MiOTA volunteer leadership prior to posting of the event. | | | | |
|  | **Student Member Rate** | **OT Member Rate** | **Student Non-Member Rate** | **OT Non-Member Rate** |
| **Website/** **Newsletter/** **E-Mail** | $5 | $25 | $200 | $200 |
| **One-Time Mailing Labels** | $15 | $30 | $200 | $200 |
| **FACEBOOK** | $0.00 | $0.00 | $0.00 | $0.00 |

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| **MAILING LIST**  Prior to the sale of the mailing list an advertising contract must be completed with a copy of all materials to be mailed. Each request is subject to review by MiOTA volunteer leadership prior to sale of labels. All materials being mailed must be relevant to the profession of occupational therapy and is subject to review by MiOTA volunteer leadership prior to acceptance. One time labels will be printed by MiOTA and mailed to customer. Labels can be sorted by zip code, special interest section and/or membership type. | | | | |
|  | **Student Member Rate** | **Student Non-Member Rate** | **OT Member Rate** | **OT Non-Member Rate** |
| **List** | $15 | $250 | $100 | $250 |

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| **EMAIL BLAST**  Prior to sending out email blasts an advertising contract must be completed with a copy of all materials to be mailed. Each request is subject to review by MiOTA volunteer leadership prior to sale of email. All materials being mailed must be relevant to the profession of occupational therapy and is subject to review by MiOTA volunteer leadership prior to acceptance. One-time email blast will be sent by the MiOTA office. | | | |
| **Member Rate** | $100.00 | **Non-Member Rate** | $250.00 |

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| **Contact Information** | | |
| Company/University Name: | Contact Name and Credentials: | |
| Street Address: | | |
| City: | State: | Zip: |
| Phone: (     ) | Fax: (     ) | |
| Email address: | Authorizing Signature: | |

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| **Application for Advertisement Content** |
| Description of Product, Service |
| Applicability to Occupational Therapy or Patient Services: |
| Provide exact wording to be posted, sent or printed: |

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| **Application for Research Content** | |
| Description of Research (Include Aim/Hypothesis): | |
| Applicability to Occupational Therapy: | |
| Provide exact wording to be posted, sent or printed: | |
| IRB Approval Number (or explanation for exemption): | |
| PI on Study (Include name and credentials): | PI MiOTA Member Number: |
| Student(s) on Study (Include name and credentials): | Student(s) MiOTA Member Number: |

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| **Payment Information** | | | | |
| Payment enclosed: Check/money order (made payable to MiOTA) | | | | Invoice will be sent to above address |
| Total amount to be charged to credit card: $ | | | | |
| Visa | MasterCard | Am Express | Card #: | |
| Expiration Date: | | CVV: | Authorizing Signature: | |

**FACEBOOK:**

MiOTA will post committee approved occupational therapy related information ONE time with the disclaimer: “This information is being provided as a service to MiOTA members.  MiOTA does not endorse this research opportunity.”

**NON-PROFIT RATES**

Non-profit organizations are subject to the ***same*** fees as all other organizations relative to advertisement.

**FREE EVENTS**

Free continuing education events relative to Occupational Therapy will be advertised free of charge. An advertising contract must be completed.

**APPROVAL PROCESS**

All marketing, advertisement, or research information must be reviewed prior to accepting payment. Procedure for review by MiOTA volunteer leadership will be determined by one / all of the following: administrative assistance, communications director, communication committee member(s), finance director, website manager, newsletter editor, marketing committee, research review committee, or leader of the executive committee.

**JOB ADS ON THE MEMBERS ONLY SECTION OF THE WEBSITE**

Job Ads are a free benefit to members for no longer than 30-day. The member will fill out the job application process on line. The MiOTA office will double check the ad before it is placed on line. Corporate members may also place a job ad on the member’s only section of the website for thirty days. On the first of the month, MiOTA’s Facebook page will indicate open positions that are listed on the member’s only section of the Website directing individuals to that page.

**DISCOUNT**

1. **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.
2. **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:

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| * Website Text Advertisements * Website Banner Advertisements * Newsletter Advertisements | * Conference Brochure Print Advertisements * Conference Sponsorships * Conference Vendor Booths |

***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. MiOTA also reserves the right to refuse advertisements that do not meet the professional needs of its members or the profession of Occupational Therapy.***

***Last edited 8/2016.***