

OKOTA Advertising Policy

Please read the advertising policy detailed below; choose the marketing product that best suits your business needs; all advertising must be in agreement with the OKOTA content guidelines; confirmation upon receipt of payment by our office (mailed check; credit card by phone; or online invoice through our secure website platform at www.OKOTA.org)

OKOTA reserves the right to approve or deny advertising requests, per availability and/or the board's consideration of the topic relevance to our mission statement.

Please send (pg 2) completed form to: OKOTApresident@gmail.com

Or mail to: OKOTA, PO Box 2602, Oklahoma City, OK 73101

Office phone: 405.205.3942

A. OKOTA Social Media Advertising - OT-related community events (ex: open house, free events, or fundraisers open to the public) are shared upon OKOTA approval, for members at no cost. Simply message us with the post link to share with over 1200 followers at "Oklahoma Occupational Therapy Association" Facebook page.

Social Media job posts will only be considered from OKOTA active members – all other employers are encouraged to access our Career Center website page to reach their target audience. Continuing Education classes, community events, or other resources may also be posted for a fee:

- Purchase 1x posting (images & text provided to OKOTA) = \$50
- Purchase additional post "boosts" as needed for greater audience reach = \$10 each
- Purchase a bundle of (3) posts w/ boosts [multiple images / varied text] = \$150

B. OKOTA Website Calendar - Event Advertising

- Fee per event [dates, time, location, images, active links embedded] & event information added to our monthly membership newsletter (email) = \$150

**Non-profits and members may receive a 50% discount rate with board approval, excluding 'for hire' / employee recruitment ads.*

C. OKOTA Spring Mailer Advertising – *2019 newsletter will be mailed to >5,000 providers

- Purchase a small graphic ad space = \$200 (*your image/logo/contact info/Ad text @3"x2"*)
- Purchase a large graphic ad space = \$400 (*image/logo/contact info/Ad text @4"x4" or 5"x2"*)

D. Healthcare related organizations are welcome to join us as an organizational member with annual benefits included:

- Company Representative can attend OKOTA meetings as an associate member,
- Company logo posted year-long on OKOTA website "sponsors" section;
- member discount rates for annual conference marketing packages & booth rental fee
- receive monthly newsletter, share member resources, and access the OKOTA member directory online ***members have the choice to opt-out of the directory; no information is made available to the public; OKOTA does not sell member data.*

- I would like to become an organizational member = \$300

*You can register for membership at www.OKOTA.org or call during business hours for assistance.

**Discount benefits will be applied once membership has been verified.

OKOTA Agreement – Please read first, then sign and return with your full name, credentials, company you represent if applicable, as well as your contact information (phone, email) & product description you select for purchase.

I agree to provide the advertising content for use through OKOTA media platforms in accordance with state and federal law, prohibiting copyright infringement (images, text, logos must be your original work or you must have the permission of the copyright holder for this express purpose).

Advertising requests once approved and payment received, are non-refundable product purchases. OKOTA offers advertising services as a benefit to members and the community; however, we cannot guarantee target number of ‘views’ on social media or public response to our other advertising platforms. A request for available audience reach data may be made for social media and member email products within 5-7 business days of the advertising posts.

I agree to the conditions whereby OKOTA may deny my request for advertising with their media platforms, if they deem such content as outside the scope of occupational therapy professional interests or contrary to the OKOTA mission statement in any way, and I do agree to comply with the decision of their board as final.

Signed _____

Company Name:

Email:

Phone:

Are you eligible for a member discount: yes / no

Advertising Content: *Please briefly describe the content type you wish to advertise or attach the flyer (PDF) or graphics (JPEG/PNG) in your email along with this form file.*

Purchasing the following Advertising Items:

___ A. Social Media Ad circle choice [Single Post] [Boost(#):___] [Bundle]

___ B. Website Calendar Ad

___ C. Spring Mailer Ad circle choice [Small Ad] [Large Ad]

___ D. Organizational Membership (includes sponsor logo on OKOTA homepage)

Total estimated purchase price: _____

OKOTA will review and contact you with approval status within 3 business days; payment to be made by phone or online invoice at that time. Requests can be made for payment by check via mail, but may delay the advertising post until payment received. For questions & to send this completed form for approval, email OKOTApresident@gmail.com