



Canadian Association of Occupational Therapists

2024 MEDIA KIT

caot.ca



2024 CAREER LISTINGS

Looking to make a fantastic hire? Get priority access to the occupational therapy profession in Canada.

CAOT regularly shares these postings with all 11,000+ members.

15 day	30 day	60 day	Annual
\$375	\$445	\$650	\$2500

*Annual listings include up to 3 listings concurrently and may be revised and/or updated as required within the paid listing period.

Corporate Partners save up to 30%

Note to recruiters

When posting for required academic qualifications for occupational therapy positions, CAOT recommends the following wording: "successful completion of an entry to practice occupational therapy program".

When posting for required credentials for occupational therapy positions, CAOT recommends the following wording: "registration with the appropriate occupational therapy regulatory organization".

Read more on entry level education in occupational therapy.

Contact: advertising@caot.ca

CAOT has constant contact with its members. You can too.

CAOT MEMBERS
11K+

**DIGITAL MEDIA
NUMBERS AT A GLANCE**

f
12K+


4K+


9K+

in
20K+



OCCUPATIONAL THERAPY NOW

MAY / JUNE 2023
VOLUME 26.3

**Lessons learned
being a Cree
occupational
therapist**
Corrine Clyne

**Violence, women, and disability:
Occupational therapy's social
responsibility?**
Martine Lévesque, Yolanda Muñoz, Corynne
Laurence-Ruel, Linda Gauthier, &
Lisandre Labrecque-Lebeau

**Choosing technologies for participation:
Ethical decision-making guidelines**
Megan MacPherson, Gobika Sithamparamanathan, Anna
Braunizer, Cara Sadig, Emma Smith, & Rosalie H. Wang

OCCUPATIONAL THERAPY NOW

SEPTEMBER / OCTOBER 2023
VOLUME 26.5

**Occupational therapist
embraces a "year of yes"
to conquer her fears:**
An Interview
with Moira Peña
Kristin Harold

**Behind the scenes with
Phillip Wendt at CAOT's
annual conference**
Paulette Guitard

**Launch of CAOT's
2023-2026 Strategic Plan**
Phillip Wendt & Hélène Sabourin

Occupational Therapy Now

CAOT's practice magazine providing occupational therapists with information to meet the challenges of their day-to-day practice. Articles encourage discussion and debate of occupational therapy issues and appeal to anyone with an interest in occupation and its impact on health. OT Now is published 6 times a year.

Contact: advertising@caot.ca

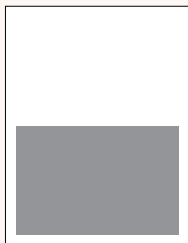
2024 OT NOW RATE CARD

AD PLACEMENT	1X	2X	3X	4X
1/2* PAGE	\$600 /issue	\$500 /issue	\$400 /issue	\$300 /issue
FULL PAGE	\$1000 /issue	\$800 /issue	\$600 /issue	\$500 /issue
INSIDE COVER	\$1200 /issue	\$900 /issue	\$700 /issue	\$600 /issue
VIDEO	\$1300 /issue	\$1250 /issue	\$1200 /issue	\$1150 /issue

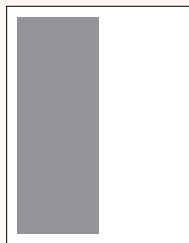
Plus applicable taxes

Corporate Partners save up to 30% - Contact us for more information

*



1/2 page
horizontal
8.25" x 5"
Format: PDF



1/2 page
vertical
4" x 10"
Format: PDF



Full page/inside
cover
8.5" x 11"
Format: PDF



BOOKING DEADLINE

ISSUE	BOOK AND RECEIVE MATERIAL
March	January 30
May	March 31
July	May 31
September	July 31
November	September 30
January '25	November 30

Contact: advertising@caot.ca

2024 OT WEEKLY

Weekly contact with the market that you want to reach

CAOT's email newsletter, OT Weekly, reaches over 11,000 occupational therapists every week. Don't miss out on the opportunities to have direct access to the occupational therapy marketplace in Canada.

Gain exposure for your products and services to the right audience at the right time. CAOT provides affordable ways to deliver your message and help you gain exposure.

Banner Advertisement

1X	3X	6X	12X
\$500	\$375	\$350	\$300

Plus applicable taxes

Corporate Partners save up to 30%

Banner advertisement sample size

Image dimensions: 600px x 200px ; Format: jpeg, gif, png

Contact: advertising@caot.ca

2024 EVENT LISTINGS & SPONSORED EDUCATIONAL PRESENTATIONS

Advertise an Event

CAOT regularly shares these postings with all 11,000+ members. Post your educational listings, pay for your listing and your ad will be posted within two working days of payment pending approval. Your one-time offering will be posted online until the **date of the event**.

\$500

Sponsored Educational Presentations

Sponsored Educational Presentations provide an equal opportunity for companies that provide products and services to occupational therapists and/or their clients, to offer a one hour “lunch and learn” style webinar to CAOT members.

\$995 for one language and \$1495 for both English and French
(plus applicable taxes)

Corporate Partners save up to 30%

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