



## OTAC Publication Advertisement Rates and Specs

### Classified and Continuing Education Ads:

Ad Placement Charge: \$56.00 plus \$5.00 per line (approximately 40 characters per line)

<u>Display Ads</u>	<u>Single Issue</u>	<u>Six Issues*</u> (Cost per issue)
<b>Black and White</b>		
¼ page ad (3.25" w x 4.75" h)	\$206	\$185
½ page horizontal (6.75" w x 4.75" h)	\$300	\$210
½ page ad vertical (3.25" w x 9.5" h)	\$300	\$210
Full page ad (6.75" w x 9.5" h)	\$412	\$370
<b>Color</b>		
¼ page ad (3.25" w x 4.75" h)	\$319	\$287
½ page horizontal (6.75" w x 4.75" h)	\$412	\$370
½ page ad vertical (3.25" w x 9.5" h)	\$412	\$370
Full page ad (6.75" w x 9.5" h)	\$525	\$473

### Preferred Placement:

Add \$100.00 for preferred placement (i.e. inside front cover, inside back cover, etc.)

Add \$200.00 for placement in our August issue (this is not preferred placement; preferred placement and advertising in the August issue is a total of \$300). Our August issue is the OTAC Conference program. For more details please contact Shannon Rutledge at (916) 567-7000 or [shannon@otaconline.org](mailto:shannon@otaconline.org).

**Required File Formats:** high res (minimum 300 dpi) .pdf or .jpg with bleed and crop marks. Provide .25 bleed all sides. **A \$100 charge will be applied if our publications department needs to size, modify, or otherwise make your ad camera ready.**

*\*Must commit to all 6 issues in advance. Artwork may vary each issue.*

### Ad Deadlines:

March 2017 Issue—submit by 02/20/2017

May 2017 Issue— submit by 04/20/2017

July 2017 Issue— submit by 06/20/2017

September 2017 Issue— submit by 08/21/2017

December 2017 Issue— submit by 11/20/2017



## **Advertising Policies**

1. Materials will not be returned to Advertiser unless specifically requested by Advertiser. Materials will be discarded after six (6) months.
2. The appearance in OTAC publications (print or electronic) of advertisement for products or services shall not be construed as an endorsement of those products or services by the OTAC.
3. OTAC reserves the right to reject any advertisement at any time after receipt of proof of text, copy, and/or illustrations, even though a prior similar order may have been approved.
4. Materials for print must clearly identify the advertiser and the product being offered. The layout, artwork, and format must be such as to avoid confusion with the editorial content. OTAC reserves the right to require any advertisement to be labeled "advertisement."
5. Comparisons with, or disparagements of, a named competitor's product or service will not be accepted.
6. Ads that use sexually provocative language or illustration or are discriminatory will not be accepted.

## **Instructions to Advertisers**

All ads should be sent via email to Shannon Rutledge at [shannon@otaonline.org](mailto:shannon@otaonline.org). OTAC reserves the right to request new artwork if what is submitted is unacceptable. Additional artwork or typesetting will be billed to you at current rates.

## **Cancellation Policy**

OTAC does not charge a cancellation if the request is received prior to the 1st of the month previous to the month of publication. After the 1st of the month no refunds will be given.

## **Blackout Period**

OTAC will not accept ads for placement in any of its products for continuing education courses that occur 4 weeks prior to or 4 weeks following the OTAC Annual Conference (usually held in October) or the OTAC Spring Symposium (usually held in early April).

## **Terms of Payment**

Advertisement rates are Net Cash 30 Days. OTAC reserves the right to require payment before placement of the ad. All rates are subject to change without notice.



## Newsletter Ad Order Form

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Date Order Placed: \_\_\_\_\_

Issue (Month) for Ad Placement: \_\_\_\_\_

Size:  ¼ page       ½ page H       ½ page V       Full page       CEU

B/W or Color: \_\_\_\_\_

Ad Cost :    \$ \_\_\_\_\_

Placement in August Issue add \$200

Preferred Placement: inside front cover/inside back cover (circle one) add \$100

Requested Special Placement: \_\_\_\_\_

Cost:       \$100       \$200 (August issue)

Total Cost of Order:      \$ \_\_\_\_\_ (4465-000)

Title of Ad: \_\_\_\_\_

Payment Options: check one			
<input type="checkbox"/> Check	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Visa	<input type="checkbox"/> AMEX
Credit Card Number _____			
Exp Date _____		VCode _____	
Cardholder Name _____			
Cardholder Signature _____			Date _____
Submit Payment:			
<input type="checkbox"/> Fax to (916) 567-7001, or			
<input type="checkbox"/> Mail to: OTAC, P.O. Box 276567, Sacramento, CA 95827			

### Questions?

Contact Shannon Rutledge

(916) 567-7000

Fax: (916) 567-7001

[shannon@otaonline.org](mailto:shannon@otaonline.org)

Occupational Therapy Association of California

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Email: [info@otaonline.org](mailto:info@otaonline.org) • [www.otaonline.org](http://www.otaonline.org)