

# Advertising and Sponsorship Brochure

2018



WFOT is the global voice for occupational therapy and sets the standard for its practice. We represent occupational therapists worldwide that are making lives fit for living.

WFOT 2018

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What is the World Federation of Occupational Therapists (WFOT)?

The World Federation of Occupational Therapists (WFOT) is the international organisation representing over 500,000 occupational therapists worldwide. With over 100,000 occupational therapy students and 50,000 occupational therapy assistants, the number of people involved in the profession is in excess of a **half a million**.

WFOT is truly unique in that it is the only organisation that represents 95 national occupational therapy organisations worldwide.

History

Founded in 1952, WFOT is a Non-Government Organisation (NGO), which has been in official relations with the World Health Organisation (WHO) since 1959 and recognised by the United Nations (UN) since 1963.

Career

Occupational therapy was ranked as the 4<sup>th</sup> best job in 2018<sup>1</sup> – a worthy accolade (though we would rank it 1<sup>st</sup>!). A well established and continually growing profession, occupational therapy is recognised as one of the important health and social care professions throughout the world.

The World Federation of Occupational Therapists is **the** organisation that unites occupational therapy worldwide.

<sup>1</sup> <https://www.careercast.com/jobs-rated/2018-jobs-rated-report>

Why advertise with us?

As the **only** international organisation representing occupational therapy worldwide, WFOT offers a plethora of products and services to serve a global community. Our website [www.wfot.org](http://www.wfot.org) continues to be one of our main communication portals.

The website attracts visitors from all over the world including national occupational therapy associations, occupational therapists, students, assistants, other health care professions, governments, policymakers and the general public.

In 2018 our website generated 750,000 page views from 192 different countries.

As an international organisation, our membership comprises of occupational therapists who speak a range of languages. We offer translated documents and online services that enable people to access our publications from wherever they are based.


WFOT's Facebook Page [www.facebook.com/thewfot](http://www.facebook.com/thewfot) has over 24,000 people supporting our work and our Twitter account <https://twitter.com/thewfot> has 11,000 followers and continuing to grow on daily basis.

We believe that advertising with WFOT not only provides access to the international occupational therapy community, our advertising and sponsorship prices offer unbelievable value for money.

Translate Search Member registration Login

WFOT

Membership Programmes Resources News Events Classifieds About More



### Welcome to the World Federation of Occupational Therapists

WFOT is the global voice for occupational therapy and sets the standard for its practice. We represent occupational therapists worldwide that are making lives fit for living.

[More about WFOT >](#)

**550k** OCCUPATIONAL THERAPISTS

**101** MEMBER ORGANIZATIONS

**900** APPROVED EDUCATION PROGRAMMES

## News & Events

<p><b>United Nations Day   24 October 2018</b></p> <p>22 OCT 2018 <a href="#">view &gt;</a></p>	<p><b>COTEC Newsletter - October 2018</b></p> <p>18 OCT 2018 <a href="#">view &gt;</a></p>
<p><b>WHO 69th session of the Regional Committee for Western Pacific - Manila, Philippines - October 2018</b></p> <p>16 OCT 2018 <a href="#">view &gt;</a></p>	<p><b>Source E-bulletin - Disability and Inclusion   Autumn 2018</b></p> <p>11 OCT 2018 <a href="#">view &gt;</a></p>

### Popular on WFOT.org

- Home
- Resources
- Member Organisations Profiles
- WFOT Approved Education Programmes
- News
- Classifieds
- Membership

### Disaster Management for Occupational Therapists Online Module

Special Offer! Buy now and receive a free copy of the Disaster and Development publication. Price \$99 USD\*\*

[Find out more](#)


## Popular Resources

<p>Occupational Therapy Services in School-Based Practice for Children and Youth</p> <p>FREE   POSITION STATEMENTS   01 MAR 2016</p>	<p>Minimum Standards for the Education of Occupational Therapists 2016</p> <p>FREE   PUBLICATIONS   01 MAR 2016</p>	<p>2017 print subscription to the WFOT Bulletin - 2 issues (Individual Members only)</p> <p>PRICE: \$35.00   PUBLICATIONS   01 JAN 2017</p>	<p>Chronicle of WFOT Part I (1952-1982) and Part II (1982-1992)</p> <p>PRICE: \$35.00 (\$28 FOR MEMBERS)   PUBLICATIONS   01 JAN 1992</p>	<p>Chronicle of the World Federation of Occupational Therapists Part IV (2002-2012)</p> <p>PRICE: \$35.00 (\$28 FOR MEMBERS)   PUBLICATIONS   01 JAN 2012</p>	<p>Human Displacement</p> <p>FREE   POSITION STATEMENTS   01 JUN 2016</p>
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## Classifieds

<p><b>JOB</b></p> <p>Lead the top Occupational Therapy program in the United States</p> <p>U.S.   DIRECTOR   01 OCT 2018</p>	<p><b>COURSE</b></p> <p>Optimizing Functional Cognition and Executive Function: Assessment ...</p> <p>CANADA   THREE DAY ON SITE   24 SEP 2018</p>	<p><b>RESEARCH STUDY</b></p> <p>Global Aging: OT's Practice with Community-Dwelling Older Adults</p> <p>U.S.   12 JUL 2018</p>	<p><b>JOB</b></p> <p>Experienced Paediatric Occupational Therapist</p> <p>SINGAPORE   LEARNING DISABILITIES, PAEDIATRICS   05 JUL 2018</p>	<p><b>RESEARCH STUDY</b></p> <p>The Worldwide Involvement of Occupational Therapists in the Assessment and Treatment of Eating...</p> <p>CANADA   19 JUN 2018</p>	<p><b>COURSE</b></p> <p>Ayres Sensory Integration®: Application &amp; Individualization for ASD</p> <p>ONLINE   01 JAN 2018</p>
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Advertisement



World Health Organization United Nations Global Compact

WFOT has been in official relations with WHO since 1959, undertaking a collaborative work programme with the aim of improving world health.

Newsletter sign up

How to get involved	Bulletin	About Occupational Therapy	Privacy & cookies
Databases	World Occupational Therapy	Contact Us	Terms of use
Sponsorship	Day		Copyright and Reproduction
Advertise with us	Congress		Policy
	Occupational Therapy		
	International Online Network		

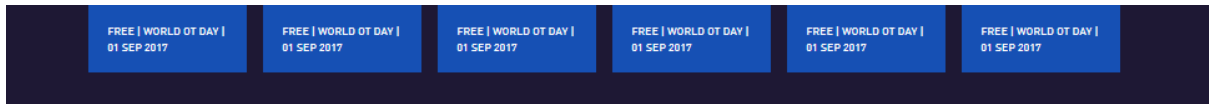
f in t

© WFOT 2018

## WFOT WEBSITE – Banner Advertisements

High profile banner advertisements are constantly visible on the website and available on all pages. With the option of a wide banner on the homepage or a side banner on all other pages of the WFOT website, your advertisement will be seen by people visiting the website every day.

Banner advertisements appear on a rotational basis managed by an online website application.



## Classifieds



[View all →](#)

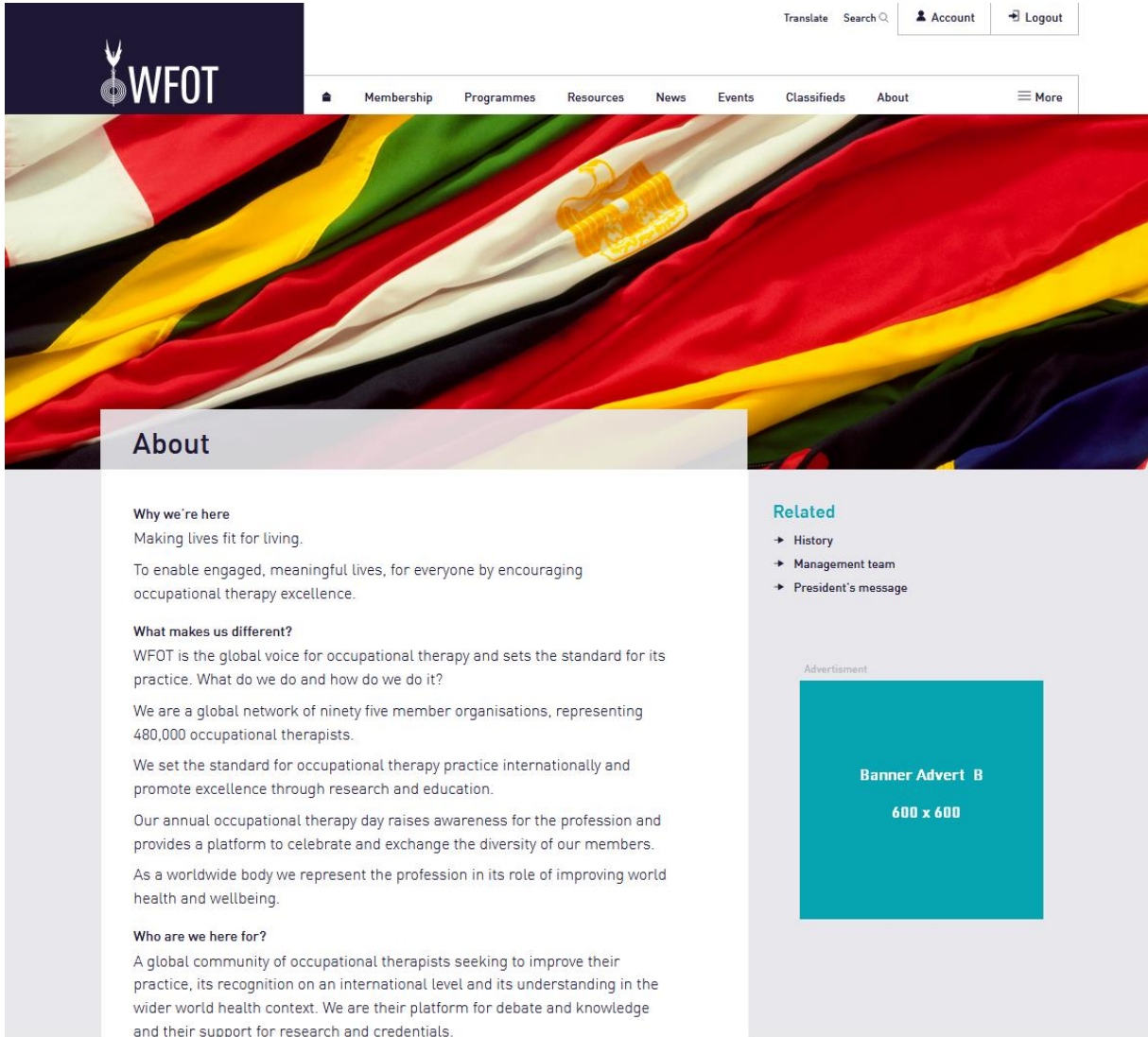
<b>JOB</b>	<b>JOB</b>	<b>JOB</b>	<b>JOB</b>	<b>JOB</b>	<b>COURSE</b>
Occupational Therapist - Acute	Occupational Therapist - Community / Stroke	Occupational Therapist - Mental Health	Occupational Therapist - A&E	Occupational Therapist - Wheelchair	Ayres Sensory Integration®: Application & Individualization for ASD
U.K.   ACUTE, NEURO, STROKE   01 JAN 2018	U.K.   COMMUNITY, STROKE   01 JAN 2018	U.K.   MENTAL HEALTH, COMMUNITY   01 JAN 2018	U.K.   ACUTE, A&E   01 JAN 2018	U.K.   WHEELCHAIR   01 JAN 2018	ONLINE   01 JAN 2018

Advertisement

**Banner Advert A**

1600 x 320





### Banner Advertisement Specifications

Dimensions:

Banner Advert A (homepage)- 600 x 600 pixels

Banner Advert B (all other pages) - 1600 pixels wide x 320 pixels high

Resolution: Screen 72dpi

Format: JPEG or GIF

Animated banner advertisements can only be accepted in GIF format.

### Banner Advertisement Prices

1 (Banner A or B) x 30 days USD\$ 200.00

1 (Banner A or B) x 90 days USD\$ 500.00

1 (Banner A or B) x 180 days USD\$ 900.00

## WFOT WEBSITE – Job Opportunities

Looking to recruit occupational therapy staff? WFOT's Classifieds webpage is the perfect place to promote and advertise your job vacancies. As one of the most frequently visited pages on our website, your vacancies are likely to be seen by thousands of occupational therapists worldwide.

Most recently listed jobs also appear on the website homepage.

FREE Add-on: Course Advertisements feature on WFOT social media (Facebook and Twitter)

The screenshot shows the WFOT Classifieds webpage. At the top, there is a navigation bar with the WFOT logo, a search bar, and links for Account and Logout. Below the navigation bar, there is a main menu with links for Membership, Programmes, Resources, News, Events, Classifieds, and About. The main content area is titled "Classifieds" and features a search bar with a dropdown menu for filters: All (selected), Job, Course, and Research Study. Below the search bar, there is a search input field with the placeholder text "Type a term to search" and a search button. The results section shows "11 results" and a list of advertisements. The first advertisement is for an "Occupational Therapist - Acute" job. Below this, there is a "Classifieds" section with a "View all" link. The list of advertisements includes:

- JOB**: Lead the top Occupational Therapy program in the United States. U.S. | DIRECTOR | 01 OCT 2018
- COURSE**: Optimizing Functional Cognition and Executive Function: Assessment ... CANADA | THREE DAY ON SITE | 26 SEP 2018
- RESEARCH STUDY**: Global Aging: OT's Practice with Community-Dwelling Older Adults. U.S. | 12 JUL 2018
- JOB**: Experienced Paediatric Occupational Therapist. SINGAPORE | LEARNING DISABILITIES, PAEDIATRICS | 05 JUL 2018
- RESEARCH STUDY**: The Worldwide Involvement of Occupational Therapists in the Assessment and Treatment of Eating... CANADA | 18 JUN 2018
- COURSE**: Ayres Sensory Integration®: Application & Individualization for ASD. ONLINE | 01 JAN 2018

### Job Advertisement specifications

Please email us at [admin@wfot.org](mailto:admin@wfot.org) and we will send you the Job Advertisement form to complete and return to us.

### Job Advertisement price (including FREE Add-on: WFOT social media feature)

1 x 30 days – USD\$20



## WFOT WEBSITE – Course Advertisements

Looking for people to join your attendance based or distance learning course/programme? WFOT's Classifieds webpage is the perfect place to promote your vacancy to thousands of people worldwide. Most recently listed courses also appear on the website homepage.

FREE Add-on: Course Advertisements feature on WFOT social media (Facebook and Twitter)

The screenshot shows the WFOT Classifieds webpage. At the top, there is a navigation bar with the WFOT logo, a search bar, and links for Account and Logout. Below the navigation bar, there is a main menu with links for Membership, Programmes, Resources, News, Events, Classifieds, and About. The main content area is titled "Classifieds" and features a search bar with a dropdown menu for filters: All (selected), Job, Course, and Research Study. Below the search bar, there are 11 results. The first result is "Occupational Therapist - Acute". Below this, there is a section titled "Classifieds" with a "View all" link. This section displays a grid of six advertisements, each with a category label (JOB, COURSE, RESEARCH STUDY), a title, a description, and a date/location. The advertisements are: 1. "Lead the top Occupational Therapy program in the United States" (JOB, U.S. | DIRECTOR | 01 OCT 2018). 2. "Optimizing Functional Cognition and Executive Function: Assessment ..." (COURSE, CANADA | THREE DAY ON SITE | 26 SEP 2018). 3. "Global Aging: OT's Practice with Community-Dwelling Older Adults" (RESEARCH STUDY, U.S. | 12 JUL 2018). 4. "Experienced Paediatric Occupational Therapist" (JOB, SINGAPORE | LEARNING DISABILITIES, PAEDIATRICS | 05 JUL 2018). 5. "The Worldwide Involvement of Occupational Therapists in the Assessment and Treatment of Eating..." (RESEARCH STUDY, CANADA | 18 JUN 2018). 6. "Ayres Sensory Integration®: Application & Individualization for ASD" (COURSE, ONLINE | 01 JAN 2018).

### Course Advertisement specifications

Please email us at [admin@wfot.org](mailto:admin@wfot.org) and we will send you the Course Advertisement form to complete and return to us.

### Course Advertisement price (including FREE Add-on: WFOT social media feature)

1 x 30 days - USD\$ 50

## WFOT WEBSITE – Research Opportunities

Wanting to attract international respondents to complete a research questionnaire? WFOT's Classifieds webpage is an innovative way of reaching occupational therapists, students and assistants to participate in your research. You will need to provide evidence that ethical approval has been granted for the study from an awarding institution. Most recently listed questionnaires also appear on the website homepage.

FREE Add-on: Research Opportunities feature on WFOT social media (Facebook and Twitter)

**Classifieds**

11 results

**Classifieds** View all →

JOB	COURSE	RESEARCH STUDY	JOB	RESEARCH STUDY	COURSE
Lead the top Occupational Therapy program in the United States U.S.   DIRECTOR   01 OCT 2018	Optimizing Functional Cognition and Executive Function: Assessment ... CANADA   THREE DAY ON SITE   26 SEP 2018	Global Aging: OT's Practice with Community-Dwelling Older Adults U.S.   12 JUL 2018	Experienced Paediatric Occupational Therapist SINGAPORE   LEARNING DISABILITIES, PAEDIATRICS   05 JUL 2018	The Worldwide Involvement of Occupational Therapists in the Assessment and Treatment of Eating... CANADA   18 JUN 2018	Ayres Sensory Integration®: Application & Individualization for ASD ONLINE   01 JAN 2018

### Research Questionnaire specifications

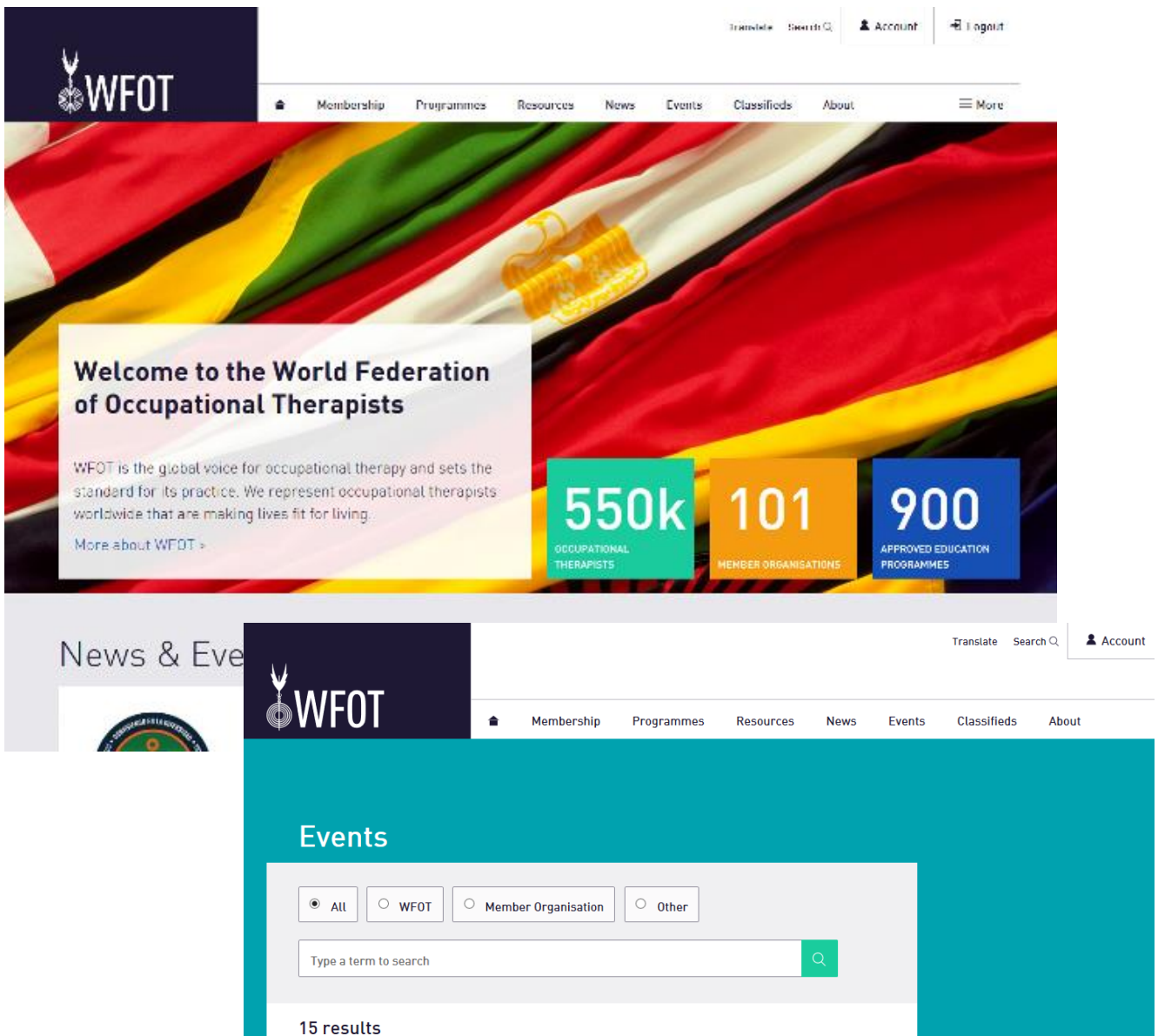
Please email us at [admin@wfot.org](mailto:admin@wfot.org) and we will send you the Research Questionnaire form to complete and return to us together with evidence of ethical approval.

### Research Questionnaire price (including FREE Add-on: WFOT social media feature)

1 x 60 days – USD\$ 70

## WFOT WEBSITE – Events

Do you have an event, conference or meeting organised that you want to promote to an international audience? WFOT's website allows you to post your meeting in a dedicated Events page. Most recently listed Events also appear on the website homepage.



### Event listing specifications

Please email us at [admin@wfot.org](mailto:admin@wfot.org) and we will send you the Events form to complete and return to us.

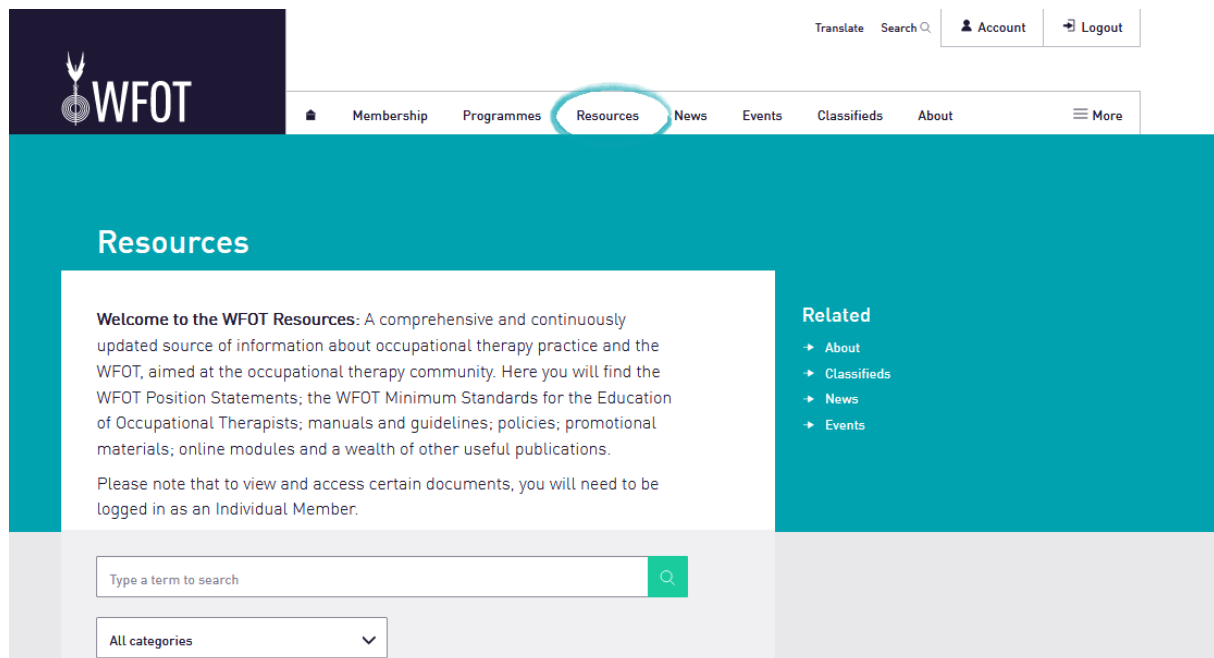
### Event listing price

1 x 60 days – USD\$ 50

## WFOT WEBSITE – Resources

The WFOT Resources provides a range of products and merchandise available for purchase. Do you want to increase the visibility of your products to an international audience? You are now able to list your products in our Resources webpages.

Your product will be listed as **sponsored product** and provide a direct link to your organisation’s website where potential customers can review and complete their transaction. WFOT is unable to organise the purchase and distribution of your goods via its website.



### Resources product feature specifications

Please email us at [admin@wfot.org](mailto:admin@wfot.org) and we will send you the Resources product feature form to complete and return to us.

### Resources product feature price

1 x 180 days – USD\$ 80

## WFOT E-newsletter

WFOT's e-newsletter is produced quarterly and sent directly to over 15,000 subscribers. It contains all the latest news from around the world including articles, features and promotions to cater for a range of education, practice and research interests. Advertising in the e-news is a perfect way to reach a subscriber's inbox with the latest occupational therapy-relevant information.



E-news offers both banner advertising and advertorials to market your products and links. There is also an opportunity to sponsor the entire e-news publication at a very competitive price.

### **E-news - Banner Advertisement Specifications**

Dimensions: **Top Ad Unit**

Width: 600 pixels; Height: 90 pixels Image type: GIF, JPEG or PNG

File size: <100KB

#### **Middle Ad Unit**

Width: 140 pixels; Height: 200 pixels **or** 300 pixels Image type: GIF, JPEG or PNG

File size: <100KB

#### **Bottom Ad Unit**

Width: 600 pixels; Height: 90 pixels Image type: GIF, JPEG or PNG

File size: <100KB

For animated GIF advertisements the following limitations apply: - Animation length must be 30 seconds or shorter

- Can be looped, but the animations must stop after 30 seconds - Must be 5 fps or slower

### **E-news - Advertorials**

Maximum length - 500 words. One image can be provided to supplement the text.

### **Banner and Advertorial Advertisement Prices – Cost Per Issue**

Top, Middle or Bottom Advertisements - USD\$ 150 each

Advertorial - USD\$ 195

Entire sponsorship (3 x banner adverts and advertorial) – USD\$ 500

## EVENTS – World Occupational Therapy Day

World Occupational Therapy Day takes place on the 27<sup>th</sup> October of each year. The event is celebrated by national associations, occupational therapists, students and assistants all over the world. Many organise high profile events to promote the global presence of the occupational therapy profession. We generate thousands of visitors to the website and equal numbers of promotional materials are downloaded from our Resource Centre.

The World Occupational Therapy Day campaign starts in June of each year and ends in May the following year.

As the **premium sponsor** of World Occupational Therapy Day you would be able to include your company name and logo on the following items;

- Official World Occupational Therapy Day poster (designed in partnership with your company) available in 5 languages
- Guide to World Occupational Therapy Day publication
- Digital calendar
- 6 month sponsorship of the World Occupational Therapy Day webpage
- Eight posts on the WFOT Facebook page and eight posts on Twitter promoting your company as proud sponsors of World Occupational Therapy Day
- Dual branded cover-art for our Facebook and Twitter pages
- Six month banner advertisement on the WFOT website

### **World Occupational Therapy Day premium sponsorship price**

Premium Sponsor Package (one per year) - USD\$ 3000

## WFOT – Endorsement of Short Courses

Are you an education provider specialising in the continuing professional development of occupational therapists? Obtaining official endorsement by WFOT for the short course you are offering is an effective way to promoting quality assurance to potential participants.

WFOT endorsement of short courses enables a number of exclusive permissions to be granted:

- Authorised use of the WFOT logo on all marketing and course information,
- Publication of the statement “This course is endorsed by the World Federation of Occupational Therapists (WFOT)”
- An exclusive WFOT endorsement number and certificate indicating that the participant has completed a WFOT-endorsed course

Upon the receipt of a positive evaluation a letter will be issued by the WFOT Programme Coordinator Education, co-signed by the WFOT President that indicates WFOT endorsement of the specific course and the proposed dates it will be held.

For more information visit [www.wfot.org](http://www.wfot.org) > Resources > Endorsement of Short Courses

### **Endorsement of short courses prices**

Endorsement of Short Course - USD\$ 175

Endorsement of Short Course (repeat) – USD\$ 90



#### Other Sponsorship opportunities

WFOT welcomes innovative and creative ways to develop sponsorship and partnership arrangements with our supporters.

We welcome your feedback and suggestions on ideas that you might want to develop with us.

There are numerous opportunities to explore which include;

- Executive Management Meeting (once a year)
- WFOT Council Meetings (once every two years)
- Development of e-cards, posters and promotional materials (digital or giveaways)
- Mobile applications (apps)
- Funding grants and Awards
- Attendance/representation at international meetings
- Online videos/digital media promoting the occupational therapy profession

Please contact us with your ideas and suggestions by emailing [admin@wfot.org](mailto:admin@wfot.org)

#### WFOT Congress and Expo



WFOT's Congress takes place once every four years and attracts thousands of occupational therapists from all over the world. The next Congress and Expo will take place in Paris in 2022. There are a range of sponsorship opportunities available for this event that are not included in this general brochure. Please contact us at [admin@wfot.org](mailto:admin@wfot.org) for more information.

How to advertise with WFOT

	Type	Cost
WEBSITE	Banner Advertisements	1 x 30 days: USD\$200; 1 x 90 days: USD\$500; 1 x 180 days: USD\$900
	Job Advertisements	1 x 30 days: USD\$20
	Courses	1 x 30 days: USD\$50
	Research Questionnaires	1 x 60 days: USD\$70
	Events	1 x 30 days: USD\$50
	Resources product feature	1 x 180 days: USD\$80
E-NEWS	Banner Advertisement	1 x any size: USD\$150
	Advertorial	1 x advertorial: USD\$195
	Entire sponsorship	3 x banner + 1 x advertorial: USD\$500
COURSES	Endorsement of Short Courses	1 x endorsement: USD\$175; Repeat: USD\$90
WOT DAY	World Occupational Therapy Day	1 x year: USD\$3000
DISCOUNTS	Discounted advertising packages	Price on Application