

# Advertising and Sponsorship Brochure

2020



**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 2020**

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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 550,000 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 101 professional 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 2019<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/best-jobs-of-2019?page=3>

## 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.

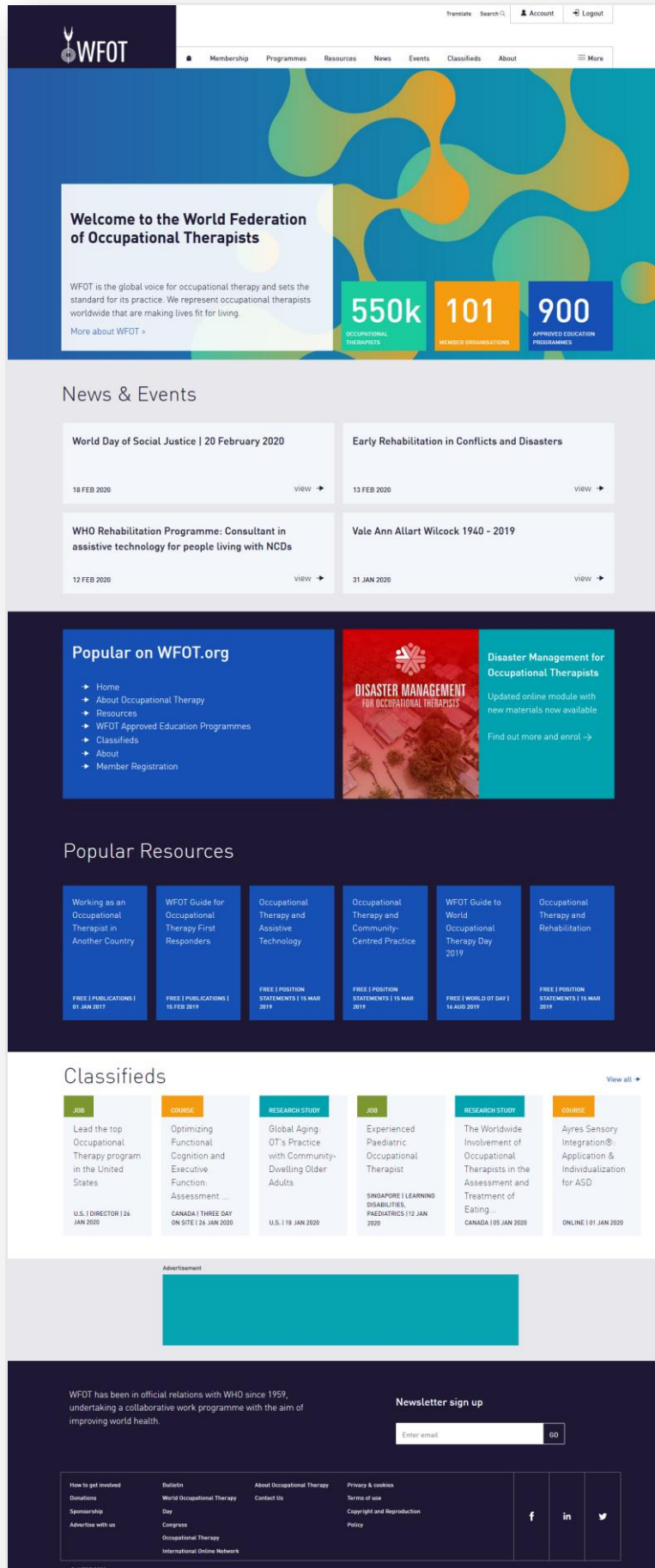
The website attracts visitors from all over the world including professional occupational therapy associations, occupational therapists, students, assistants, other health care professions, governments, policymakers and the general public.

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 27,000 people supporting our work and our Twitter account <https://twitter.com/thewfot> has 13,000 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.

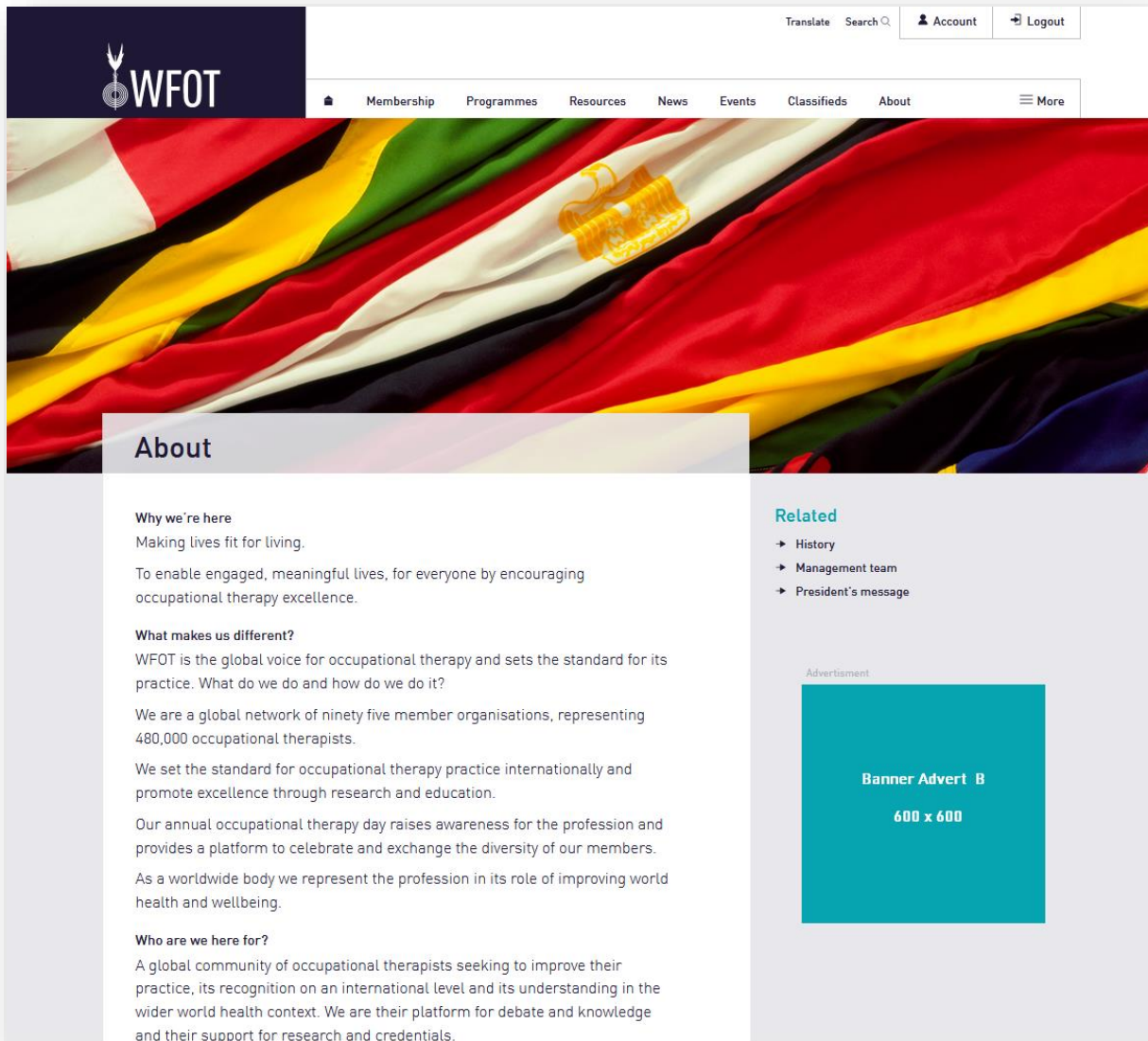


## WFOT WEBSITE – Banner Advertisements

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.

The screenshot shows the 'Classifieds' section of the WFOT website. At the top, there is a dark blue navigation bar with six buttons: 'FREE | PUBLICATIONS | 01 JAN 2017', 'FREE | PUBLICATIONS | 15 FEB 2019', 'FREE | POSITION STATEMENTS | 15 MAR 2019', 'FREE | POSITION STATEMENTS | 15 MAR 2019', 'FREE | WORLD OF DAY | 16 AUG 2019', and 'FREE | POSITION STATEMENTS | 15 MAR 2019'. Below this is the 'Classifieds' heading with a 'View all →' link. The main content area displays six job or course listings in a grid. The first listing is a 'JOB' for 'Senior Occupational Therapists' with a date of '13 FEB 2020'. The other five listings are 'COURSE' entries for 'HANDWRITING WITHOUT TEARS', 'Mental Health and Autism Spectrum Disorder: Intervention Approaches', 'One Handed Strategies for Home Management Tasks', and 'Dysgraphia: Helping Children Overcome Handwriting Difficulties', with dates ranging from '10 MAY 2019' to '14 JAN 2019'. Below the listings is a large teal banner advertisement with the text 'Banner Advert A 1600 x 320'. At the bottom of the page, there is a dark blue footer with the text 'WFOT has been in official relations with WHO since 1959, undertaking a collaborative work programme with the aim of' and a 'Newsletter sign up' link.



## Banner Advertisement Specifications

### Dimensions:

**Banner Advert A (homepage)- 1600 pixels wide x 320 pixels high**

**Banner Advert B (all other pages) - 600 x 600 pixels**

**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: Job Advertisements feature on WFOT social media (Facebook and Twitter)**

The screenshot displays 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 this is a secondary navigation bar with links for Membership, Programmes, Resources, News, Events, Classifieds, and About. The main content area is titled 'Classifieds' and features a search filter section with buttons for 'All', 'Job', 'Course', and 'Research Study'. A search input field is present with the placeholder text 'Type a term to search'. Below the search filters, it indicates '11 results' and shows a partial listing for 'Occupational Therapist - Acute'. To the right, there is a 'Related' section with links to 'Advertise with us', 'Classified ads', 'Advertise with a web banner', 'Resources', 'Events', and 'News'. A large inset window shows a grid of classifieds listings. Each listing includes a category (JOB, COURSE, or RESEARCH STUDY), a title, a brief description, and location/dates. For example, one job listing is 'Lead the top Occupational Therapy program in the United States' located in the U.S. as a Director starting in January 2020. Other listings include 'Optimizing Functional Cognition and Executive Function: Assessment...' in Canada, 'Global Aging: OT's Practice with Community-Dwelling Older Adults' in the U.S., 'Experienced Paediatric Occupational Therapist' in Singapore, 'The Worldwide Involvement of Occupational Therapists in the Assessment and Treatment of Eating...' in Canada, and 'Ayes Sensory Integration®: Application & Individualization for ASD' online.

### 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)**

**Classifieds**

U.K. | ACUTE, ...

**Classifieds** View all →

JOB	COURSE	RESEARCH STUDY	JOB	RESEARCH STUDY	COURSE
Lead the top Occupational Therapy program in the United States	Optimizing Functional Cognition and Executive Function: Assessment ...	Global Aging: OT's Practice with Community-Dwelling Older Adults	Experienced Paediatric Occupational Therapist	The Worldwide Involvement of Occupational Therapists in the Assessment and Treatment of Eating...	Ayres Sensory Integration®: Application & Individualization for ASD
U.S.   DIRECTOR   26 JAN 2020	CANADA   THREE DAY ON SITE   26 JAN 2020	U.S.   18 JAN 2020	SINGAPORE   LEARNING DISABILITIES, PAEDIATRICS   12 JAN 2020	CANADA   05 JAN 2020	ONLINE   01 JAN 2020

### 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)**

The image shows a screenshot of the WFOT website's Classifieds section. 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, the main content area is titled "Classifieds" and features a search bar with filters for "All", "Job", "Course", and "Research Study". A search bar with the placeholder "Type a term to search" is also present. Below the search bar, it indicates "11 results". A list of classifieds is shown, including "Occupational Therapist - Acute" and "U.K. | AC". A detailed view of the classifieds is shown below, featuring a grid of six items with category labels (JOB, COURSE, RESEARCH STUDY) and descriptions:

- JOB:** Lead the top Occupational Therapy program in the United States. U.S. | DIRECTOR | 26 JAN 2020
- COURSE:** Optimizing Functional Cognition and Executive Function: Assessment ... CANADA | THREE DAY ON SITE | 26 JAN 2020
- RESEARCH STUDY:** Global Aging: OT's Practice with Community-Dwelling Older Adults. U.S. | 18 JAN 2020
- JOB:** Experienced Paediatric Occupational Therapist. SINGAPORE | LEARNING DISABILITIES, PAEDIATRICS | 12 JAN 2020
- RESEARCH STUDY:** The Worldwide Involvement of Occupational Therapists in the Assessment and Treatment of Eating... CANADA | 05 JAN 2020
- COURSE:** Ayres Sensory Integration®: Application & Individualization for ASD. ONLINE | 01 JAN 2020

### Research Questionnaire specifications

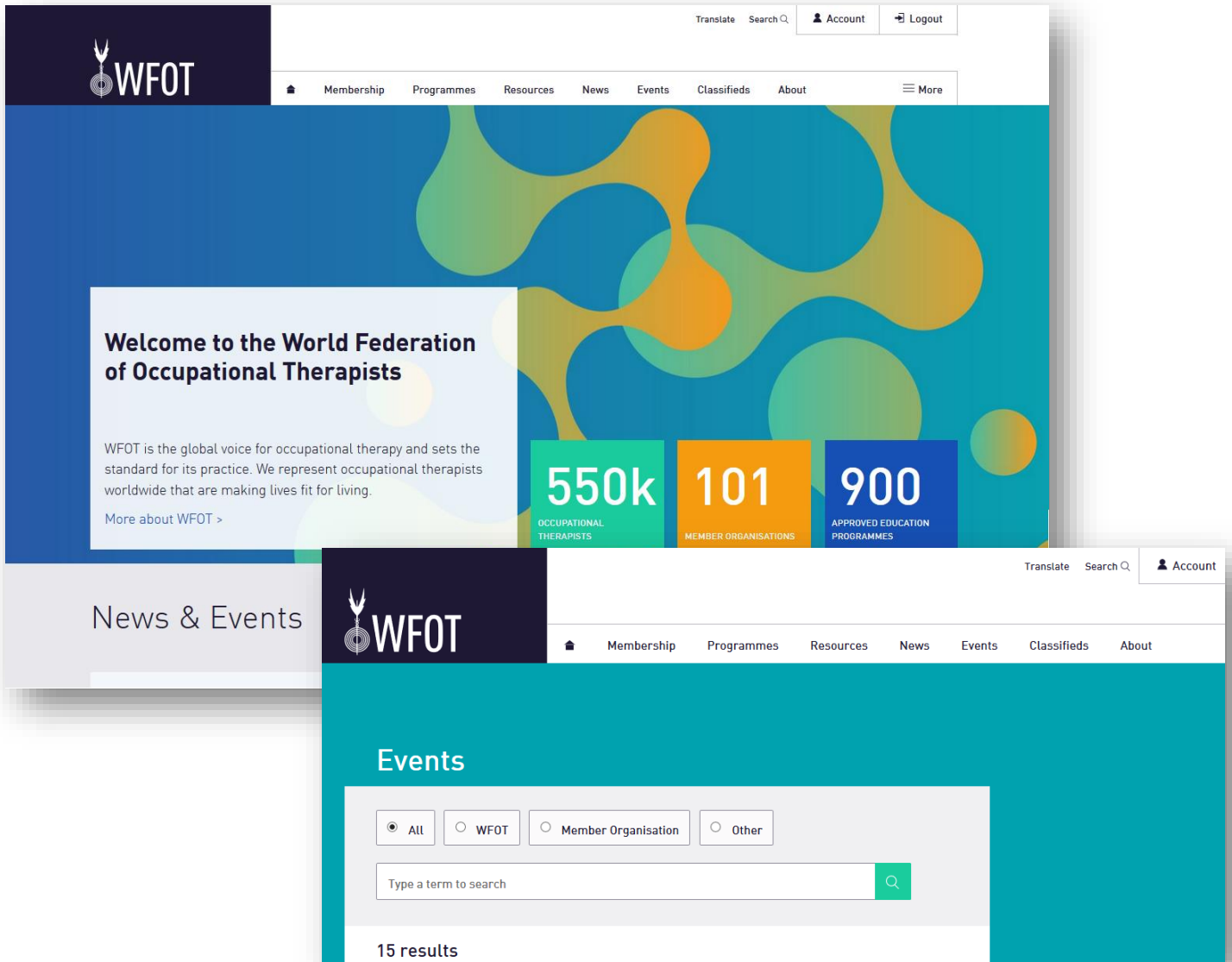
Please email us at [admin@wfot.org](mailto:admin@wfot.org) and we will send you the Research Questionnaire form to complete and return to us together with evidence of ethical approval.

### 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.

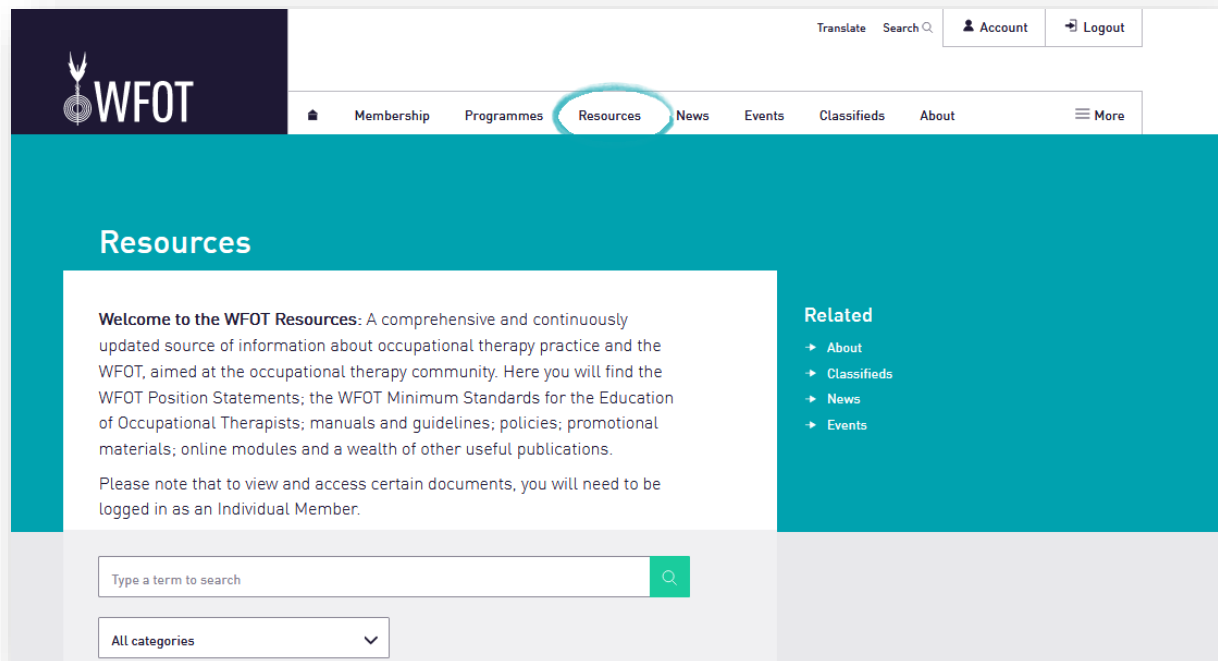
### Event listing price

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

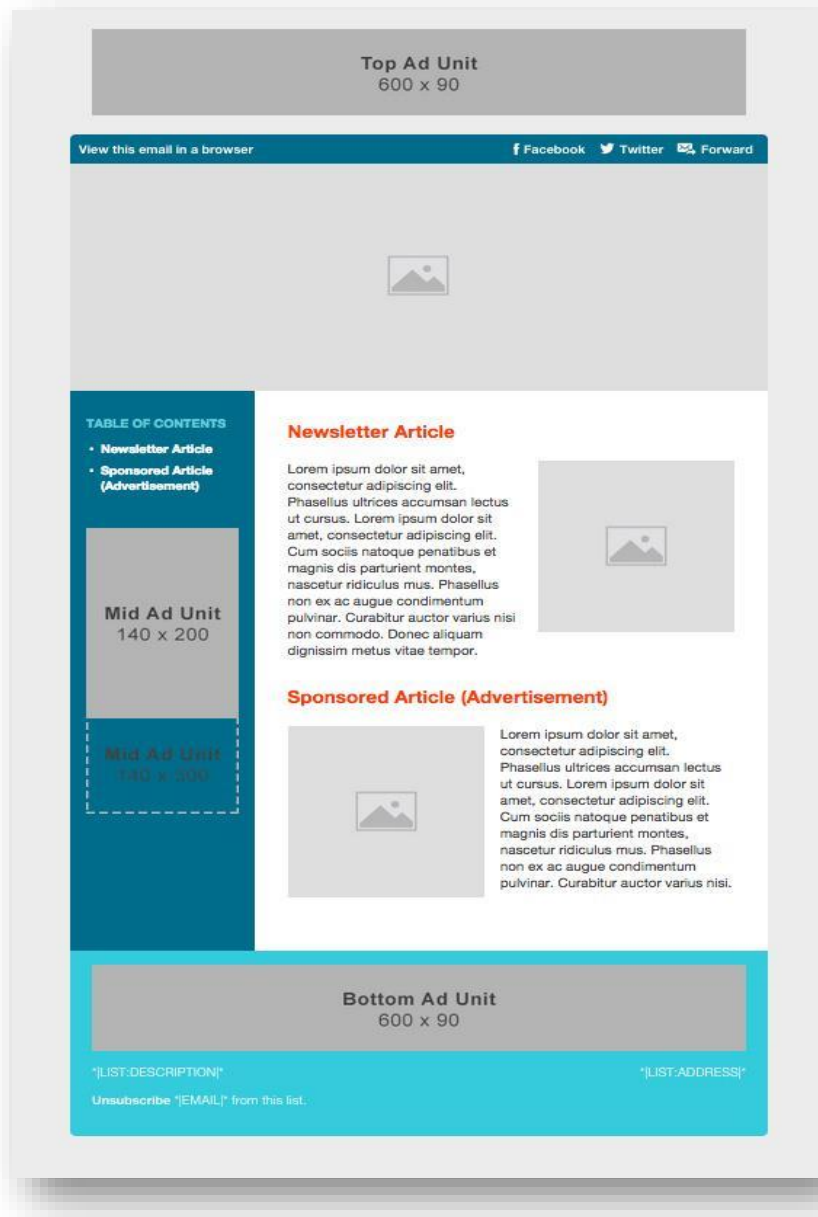
Please email us at [admin@wfot.org](mailto:admin@wfot.org) and we will send you the Resources product feature form to complete and return to us.

### Resources product feature price

1 x 180 days – USD\$ 80

## WFOT E-newsletter

WFOT's e-newsletter is produced monthly 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 about Endorsement of Short Courses, please click [here](#).

### Endorsement of short courses prices

#### Initial endorsement fees:

- An in-person workshop for one time, in one location – USD\$ 175
- An online workshop for one year – USD\$ 500

#### Repeat fees:

- Each time an in-person workshop is repeated – USD\$ 90
- Each subsequent year an online workshop is available – USD\$ 250

**FREE Add-on: Feature in Classifieds under Courses until the workshop takes place (for 1 year for online workshops).**



### 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	<p><b>Initial endorsement:</b></p> <ul style="list-style-type: none"> <li>- 1 x In-person workshop for one time, in one location: USD\$ 175</li> <li>- 1 x online workshop for one year: USD\$ 500</li> </ul> <p><b>Repeat fees:</b></p> <ul style="list-style-type: none"> <li>- Each time an in-person workshop is repeated: USD\$ 90</li> <li>- Each subsequent year an online workshop is available: USD\$ 250</li> </ul>
WOT DAY	World Occupational Therapy Day	1 x year: USD\$3000
DISCOUNTS	Discounted advertising packages	Price on Application

## Payment Methods

- 1. Bank draft:** Payable to World Federation of Occupational Therapists  
Mail to: WFOT Vice President Finance, c/o Dept of Occupational Therapy  
2-64 Corbett Hall, University of Alberta  
Edmonton, Alberta, Canada T6G 2G4
- 2. PayPal:** (only for amounts below US\$ 100) to the recipient email address: [admin@wfot.org](mailto:admin@wfot.org)
- 3. Bank wire:**

Name on account:	World Federation of Occupational Therapists (in full) or WFOT
Address of account holder:	264 Corbett Hall University of Alberta Edmonton, AB, Canada T6G 2G4
Transit number:	8368
Branch number:	0879
Account number:	7107082
Bank name:	TD Canada Trust
Branch address:	10864 Whyte Avenue, Edmonton, AB, Canada T6E 2B3
SWIFT code:	TDOMCATTOR
ABA/routing number:	026009593

Please instruct your bank to send payment in US Dollars. Please do not deduct originating bank charges from the amount being sent to WFOT.