



MEDIA KIT

Whether you're promoting courses, recruiting talent, or launching a new product, OPA connects you with the right people at the right time.



Highly Targeted Reach

Target **5,800+** members of the physiotherapy community across Ontario, from frontline practitioners to clinic owners and educators



Robust Website Traffic

20,000 unique website page views per month



Exceptional Engagement

62% average email open rate - well above industry standards.



EXCLUSIVE

Members Pricing

OPA members get **50%+** off all advertising, as indicated



WHY ADVERTISE WITH OPA



Targeted Access to a Highly Relevant Audience

Your ads reach a concentrated group of physiotherapy professionals and students, maximizing relevance and minimizing wasted impressions. This audience is uniquely positioned to influence purchasing decisions for physiotherapy-related products, services, technology, and professional development offerings.



High Engagement and Credibility

Advertisement placements in OPA's member-only news channels and website carry added trust and attention. Members rely on OPA communications for career development, courses, and association updates, making them more receptive to relevant advertising.



Valuable Touchpoints on the Website

OPA's job board, courses, news, classifieds, and events sections are among the most visited pages by members and the broader physiotherapy community seeking professional opportunities and education. Ads here benefit from high visibility at key decision-making moments.



Strong Brand Positioning and Association Alignment

Being featured through OPA aligns your brand with a respected professional association, enhancing brand perception and establishing credibility among physiotherapists across Ontario.



Multiple Advertising Options

OPA offers a range of advertising vehicles, including website and e-newsletter ads, and classified/job/courses listings, allowing for campaign customization according to your specific marketing objectives.



Measurable ROI and Cost Efficiency

Track clicks and engagement with your own analytics tools to measure performance and make the most of your advertising budget.

JOB LISTING

Includes 1 e-newsletter listing

Advertise job opportunities for physiotherapists and physiotherapist assistants on the OPA job board. All website job listings include one free listing per month in the Jobs and Classifieds e-newsletter, sent to approximately **5,800** members. Job listings can be posted online within two business days.

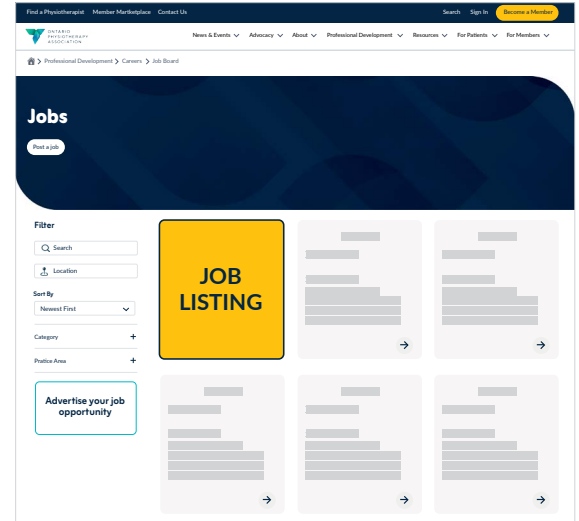
E-newsletter: Jobs and Classifieds

Circulation Date: First Friday of the month. Submit your listing by the preceding Thursday to be included in the e-newsletter. All monthly listings remain online for the number of months purchased.

 **CIRCULATION:**
5,800

Add HST to all Rates	Member Rate	Non-Member Rate
1 month	\$99	\$220
2 months	\$195	\$400
3 months	\$275	\$580
6 months	\$499	\$1,040

[Purchase a Job Listing](#)



CLASSIFIED LISTING (Member Marketplace)

Includes 1 e-newsletter listing

Advertise space available, clinics available for rent or purchase, or used equipment for sale. All website classifieds listings include one free listing per month in the Jobs and Classifieds e-newsletter, sent to approximately 5,800 members. Classified listings can be posted online within two business days.

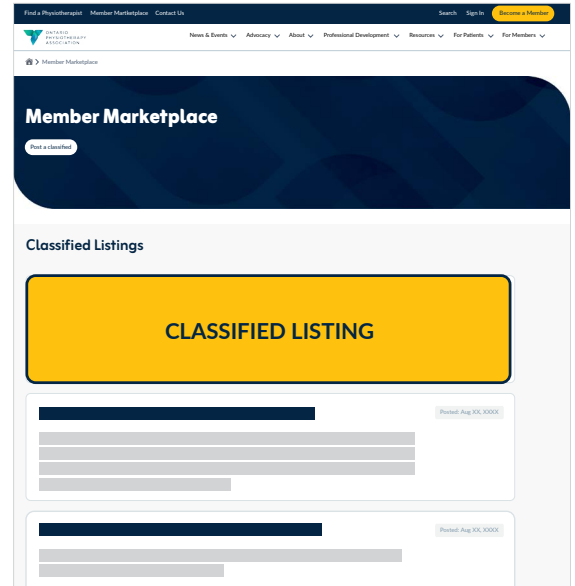
E-newsletter: Jobs and Classifieds

Circulation Date: First Friday of the month. Submit your listing by the preceding Thursday to be included in the e-newsletter. All monthly listings remain online for the number of months purchased.

 **CIRCULATION:**
5,800

Add HST to all Rates	Member Rate	Non-Member Rate
1 month	\$65	\$130

[Purchase a Classified Listing](#)



COURSE LISTING

Includes 1 e-newsletter listing

Advertise courses, webinars, conferences or programs, or any other professional development opportunity on the Course Listings page. All course listings include one free listing per month in the Courses e-newsletter, sent to approximately **5,800** members. Course listings can be posted online within two business days.

E-newsletter: Courses

Circulation Date:

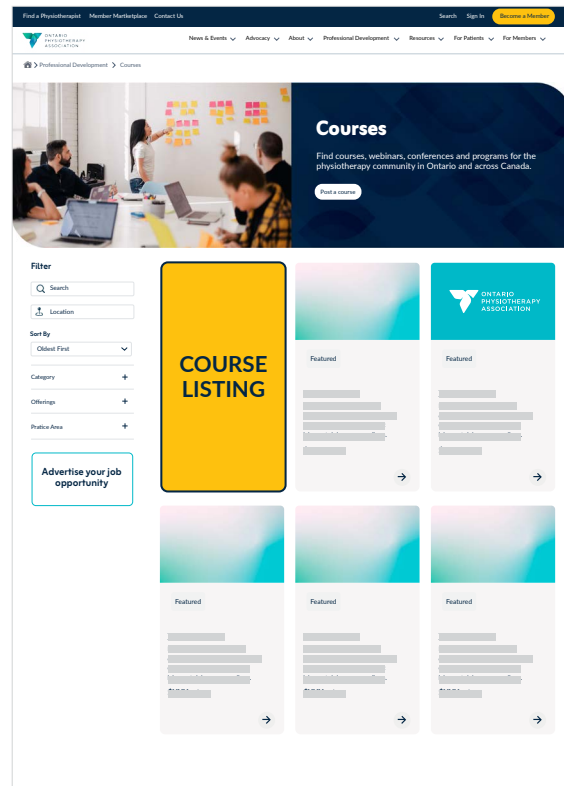
Third Friday of the month. Submit your listing by the preceding Thursday to be included in the e-newsletter. All monthly listings remain online for the number of months purchased.

Advertisers can choose to submit a graphic with the course listing that is 175px (height) x 345px (width) to help brand your course. Paid course listings will show up as "featured" on the website.

 **CIRCULATION:**
5,800

Add HST to all Rates	Member Rate	Non-Member Rate
1 month	\$99	\$220
2 months	\$195	\$400
3 months	\$275	\$580
6 months	\$499	\$1,040

[Purchase a Course Listing](#)




WEBSITE BOXED ADS

With at least **20,000** unique page views a month, feature your products, services, professional development, or job opportunity in a static ad on one of our main pages: Job Board, Course Listings, News, Resources or Events. Ads can be live within two business days and spots are first come, first served.

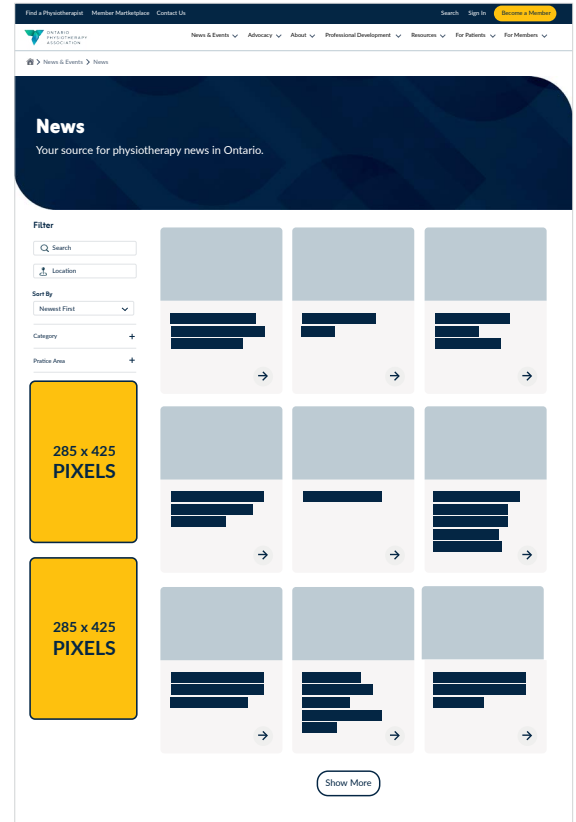
Advertise across key OPA pages: Courses, News, Job Board, Resources, and Events

 **20,000** unique website page views per month

Add HST to all Rates	Member Rate	Non-Member Rate
3 months	\$799	\$1,680
6 months	\$1,399	\$2,980
12 months	\$2,499	\$5,420

 **SPECS:** 285px (width) x 425px (height) in jpg or png format with website link

Contact Diane Unção to purchase website advertising



OPA MEMBER E-NEWSLETTER BANNER ADS

Advertise your company, product or service in an e-newsletter banner ad, available in our bi-weekly OPA e-newsletters, monthly Courses e-newsletters and monthly Jobs & Classifieds e-newsletters. These are sent to approximately 5,800 members in Ontario.

Ads must be submitted three business days prior to e-newsletter circulation date.

[Click here](#) for E-newsletter scheduled dates.

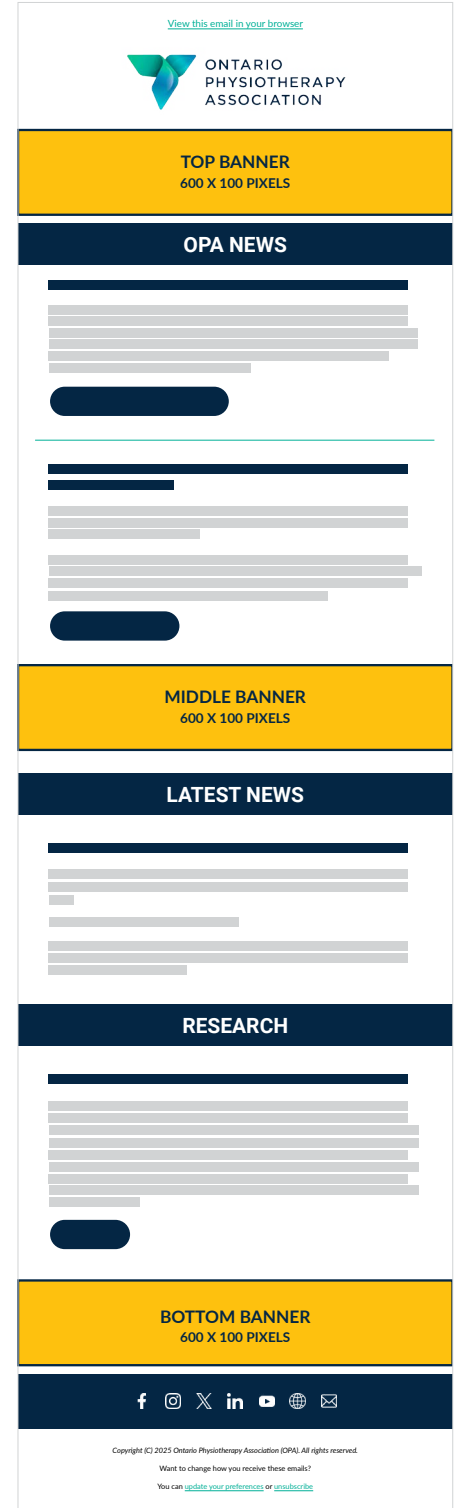
 | **5,800 MEMBERS
IN ONTARIO**

Add HST to all Rates	3 Consecutive Months (Same Ad)	6 Consecutive Months (Same Ad)	12 Consecutive Months (Same Ad)
TOP BANNER AD			
Member	\$1,035	\$1,880	\$3,600
Non-Member	\$2,070	\$3,760	\$7,200
MIDDLE BANNER AD			
Member	\$799	\$1,399	\$2,599
Non-Member	\$1,620	\$3,100	\$5,800
BOTTOM BANNER AD (OPA E-NEWSLETTER ONLY)			
Member	\$650	\$1,230	\$2,260
Non-Member	\$1,300	\$2,460	\$4,520



SPECS: 600px (width) x 100px (height) pixels in jpg or png format with website link

Contact Diane Unção to purchase e-newsletter advertising



ADVERTISING PRICE LIST

Website Boxed Ads

Job Board, Course Listings, Resources, News, or Events	Add HST to all Rates	Member Rate	Non-Member Rate
	3 months	\$799	\$1,680
	6 months	\$1,399	\$2,980
	12 months	\$2,499	\$5,420

Website Listings

Job Listing & Course Listing	Add HST to all Rates	Member Rate	Non-Member Rate
	1 month	\$99	\$220
	2 months	\$195	\$400
	3 months	\$275	\$580
	6 months	\$499	\$1,040

Classified Listing "Member Marketplace"	Add HST to all Rates	Member Rate	Non-Member Rate
	1 month	\$65	\$130

OPA Member E-newsletter Banner Ads

E-newsletter Banner Ads*	Add HST to all Rates	3 Consecutive Months (Same Ad)	6 Consecutive Months (Same Ad)	12 Consecutive Months (Same Ad)
	TOP BANNER AD			
	Member	\$1,035	\$1,880	\$3,600
	Non-Member	\$2,070	\$3,760	\$7,200
	MIDDLE BANNER AD			
	Member	\$799	\$1,399	\$2,599
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	Member	\$650	\$1,230	\$2,260
	Non-Member	\$1,300	\$2,460	\$4,520

*Banner ads can be changed for \$35 per change

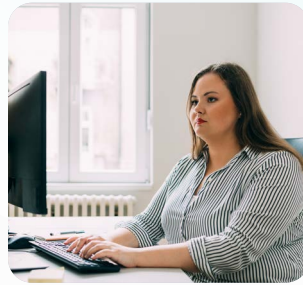
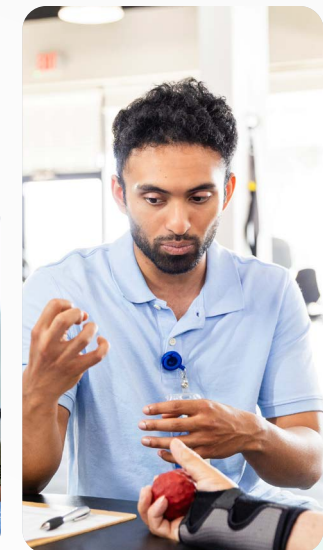
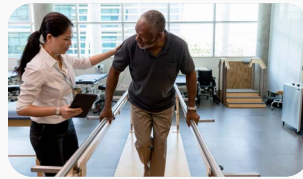
How to Book and Submit Your Ad

Purchase your [job, classified](#) (“member marketplace”) or [course listing](#).

For all advertising contact Diane Unção:
advertising@opa.on.ca
416-322-6866 ext 227 or
1-800-672-9668

OPA Advertising Policy

OPA cannot verify the accuracy of the claims made in advertisements and acceptance of an advertisement does not imply endorsement by the Ontario Physiotherapy Association. OPA reserves the right to refuse any advertisement or sponsorship. Advertising or sponsorship that contravenes the mission, vision, values, positions, or policies of the OPA will be refused.



Purchase a listing

Contact Diane Unção for all other advertising