

# *Advertising Kit*

**2022**

*Guidelines and Booking Form for  
advertising with WA Occupational  
Therapy Association*



## History

Occupational therapy was first practised in Western Australia in 1942, during the Second World War at the 110th Military Hospital, which in 1947 became the Repatriation General Hospital, Hollywood. During the late 1940s new departments were opened. The first being the Wooroloo State Sanatorium and in 1947 the Rehabilitation section of the Department of Social Services. Towards the end of 1950 a department was established at the Crippled Children's Association and a year later at Princess Margaret Hospital for children.

In July 1949, the three practising OTs in WA formed a group, the Occupational Therapists Club, which was the forerunner of the Western Australian Occupational Therapy Association. The group was formally constituted in November 1952 and accepted the following year into the National Body – Australian Association of Occupational Therapists. The inaugural meeting of WAOTA was held in October 1953. The members were busy lobbying MP's to set up a training school and to register occupational therapists by Act of Parliament. However it was four years later in October 1957, before the Act became law in WA. The newly formed Board approached the Royal Perth Hospital requesting facilities for a school, which was opened in February 1961 with nine students. Later when there was re-badging of the organisations to Occupational Therapy Australia, the WA division became OTA (WA). In 2005, the National body mooted the suggestion that the Federated body become a single entity. On advice from the medical, dental and allied health associations, WA voted unanimously against a single entity and for retention of the federated model. Since 2009, WAOTA has continued under its original entity title Western Australian Occupational Therapy Association and as a peak professional body representing OTs in WA.

### Contact Details:

**WA Occupational Therapy Association** Suite 4A, 266 Hay Street, Subiaco WA 6008

**T:** (08) 9388 1490 **E:** info@waota.com.au **W:** www.waota.com.au

## TERMS AND CONDITIONS:

### 1. Bookings

- WAOTA reserves the right to refuse any advertisement for any reason. Potential advertising conflict with WAOTA may be considered with the Management Committee for approval.
- Acceptance of advertisements does not imply that WAOTA endorses the product or service being advertised.
- WAOTA advertising booking form must be completed, signed and emailed to [info@waota.com.au](mailto:info@waota.com.au). *Maximum of two* advertising campaigns from the same company/business available at one time.
- Advertising of educational / professional development courses are best suited for advertising in our Cross Section newsletter only.
- Bookings are subject to availability. Upon receipt WAOTA will confirm advertising request via email.
- If an advertisement is received for our newsletter after the submission deadline but before the newsletter goes to print, the Newsletter Editing Committee makes a judgement whether to include advert or hold over to the following newsletter edition. The advertiser will be informed.

### 2. Payment and Pricing

- **Payment must be paid in full prior to the advertisement being included in your chosen campaign** (website, social media, email, newsletter and/or flyers). WAOTA will forward receipts and/or tax invoices via email using the details recorded on the booking form.
- All prices are **inclusive** of GST (Goods and Services Tax).
- Please contact [info@waota.com.au](mailto:info@waota.com.au) to discuss payment instalment plans for bookings of significant dollar value over multi months. Additional 10% service fee will apply and will be included on the invoice. Terms of payment plan must be met and deposit paid prior to commencement of advertising. Payments will be divided based on number of months advertising with all instalments due prior to the next month's advertising campaign.
- When advertising in multiple editions of the newsletter and the advertisement remains unchanged from one edition to the next, a discount has been applied in our pricing. For an advertisement where changes are made from one edition to the next, the single month rate is applied and advertiser will be invoiced for extra charge.
- Where 'conditions' in the pricing table has indicated allowance for ONE advert change, no additional charges will be incurred. Should extra changes be requested, the single month rate is applied and advertiser will be invoiced for extra charge.

### 3. Artwork

- WAOTA does not take any responsibility for poor resolution of advertisement graphics, text or photos.
- The advertiser is responsible for: their artwork; the advertisement content complies with Federal, State and social media laws; and is submitted as per artwork specifications outlined in this document.
- It is the responsibility of the advertiser to provide WAOTA with any changes to advertisement/artwork

## **TERMS AND CONDITIONS CONTINUED:**

### **4. Inserts**

- It is the responsibility and cost of the advertiser to supply printed versions of inserts to the WAOTA office in readiness for inclusion in our attendee satchels.

### **5. Cancellation and refund policy**

- Cancellation and refund of any advertisement (digital and/or newsletter) must be received in writing via email to [info@waota.com.au](mailto:info@waota.com.au) 14 days prior to commencement date in order to receive a full refund. Less than 14 days will be at the discretion of WAOTA and WAOTA reserves the right to determine whether a partial or no refund applies.
- Cancellation and refund of advertising in our Cross Section Newsletter will not be given once the newsletter has been finalised and ready for print.

# ADVERTISING RATES



**Price**

One Month	Three months	Conditions
\$800.00	*\$2,200.00	Only available between February - September. *Includes allowance for 1 advert change

**Artwork Specifications**

All finished artwork is to be supplied in high resolution JPG or PNG format.

Prior to sending your JPG or PNG please ensure:

- Size of advertisement is exact - full width 1080 px (w) x 300 px (h)
- File size is maximum of 1MB for images
- Links to URL are working and clearly legible
- Any text within ads should be clearly legible at 100%



**Price**

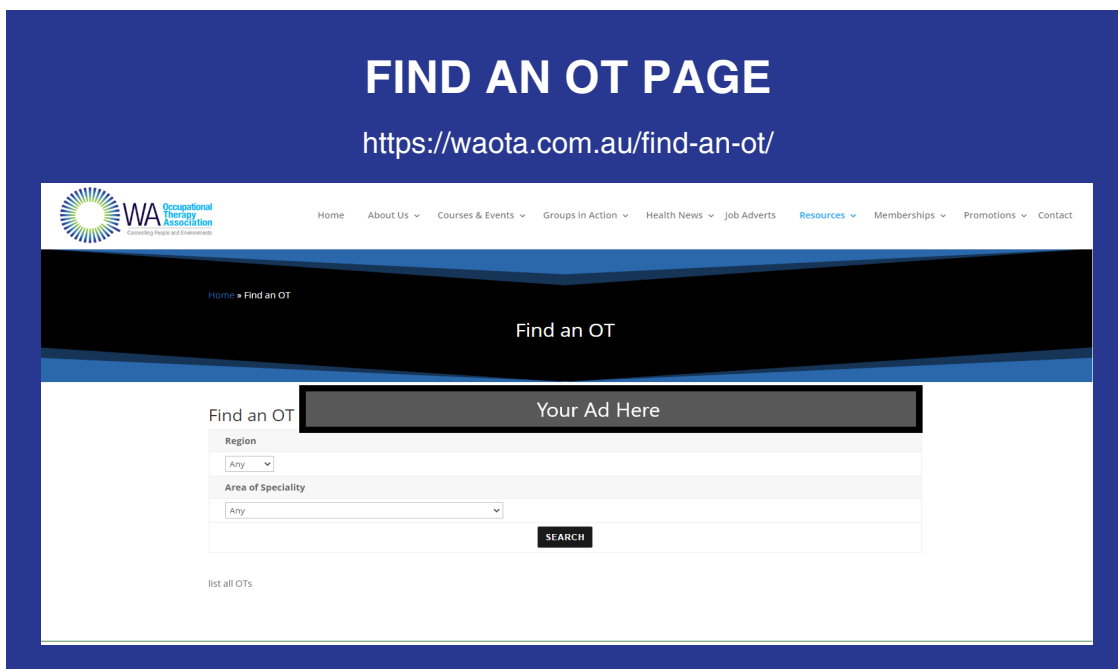
Options	One Month	Three months	Conditions
Option 1	\$800.00	*\$2,200.00	*Includes allowance for 1 advert change
Option 2	\$995.00	*\$2,785.00	*Includes allowance for 1 advert change

**Artwork Specifications**

All finished artwork is to be supplied in high resolution JPG or PNG format.

Prior to sending your JPG or PNG please ensure:

- Size of advertisement is exact
  - Option 1: full width 1080 px (w) x 300 px (h)
  - Option 2: full width 300 px (w) x 600 px (h)
- File size is maximum of 1MB for images.
- Links to URL are working and clearly legible
- Any text within ads should be clearly legible at 100%



**Price**

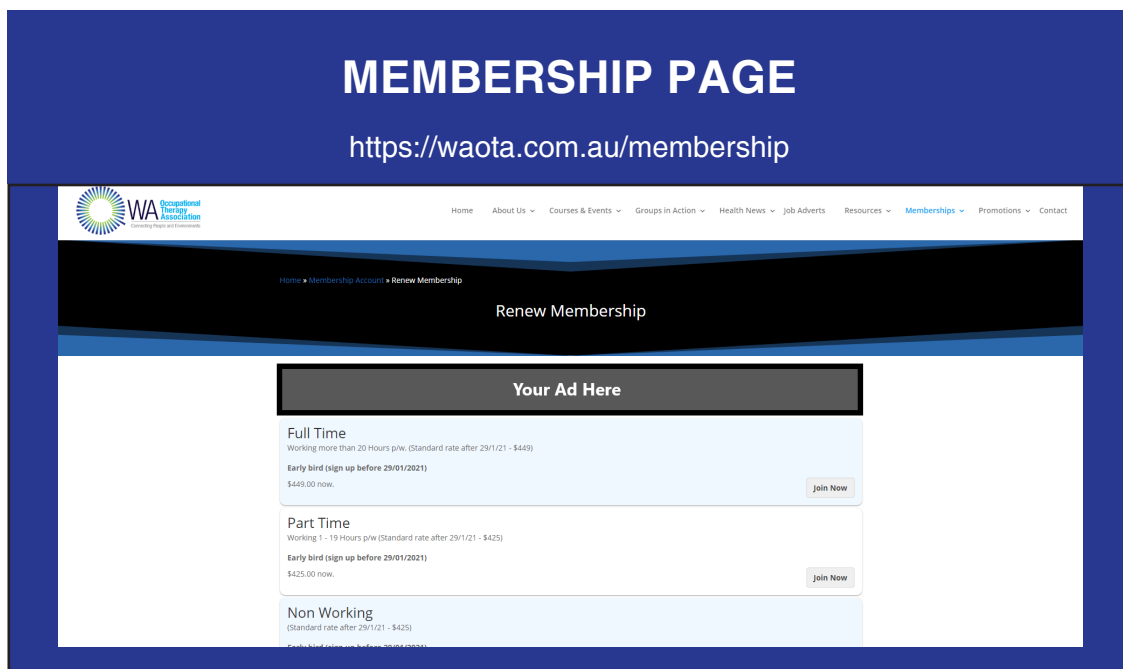
One Month	Three months	Conditions
\$400.00	*\$1,100	*Includes allowance for 1 advert change

**Artwork Specifications**

All finished artwork is to be supplied in high resolution JPG or PNG format.

Prior to sending your JPG or PNG please ensure:

- Size of advertisement is exact - full width 1080 px (w) x 300 px (h)
- File size is maximum of 1MB for images.
- Links to URL are working and clearly legible
- Any text within ads should be clearly legible at 100%



**Price**

One Month	Three months	Conditions
\$400.00	*\$1,100	Only available between November - March (high traffic ) Includes allowance for 1 advert change

**Artwork Specifications**

All finished artwork is to be supplied in high resolution JPG or PNG format.

Prior to sending your JPG or PNG please ensure:

- Size of advertisement is exact - full width 1080 px (w) x 300 px (h)
- File size is maximum of 1MB for images.
- Links to URL are working and clearly legible
- Any text within ads should be clearly legible at 100%

## OTHER ADVERTISING OPTIONS

**Social Media**

Type	One Month	Three months	Conditions
Facebook approx 1.7K followers	\$250	N/A	1 post

**Flyers - delivered to WAOTA office**

Type	One Month	Three months	Conditions
WAOTA courses - flyer in attendee satchel		\$400	100 flyers A4 single page (distributed over approximately 3 courses)



# ELECTRONIC MAILOUTS

Electronic course mailouts to OTs on our mailing list, currently over 2.5k

The workshop is aimed at health professionals who care for people living with dementia, and contains a very brief introduction about dementia before centering on the HDS-R, what it is, how to use it and how to turn the outcomes into a meaningful care plan for someone with dementia. It is highly interactive and the participants will leave with copies of the PowerPoint and the Possibility Oriented Approach manual, plus some other resources.


Workshop objectives are:

- Understand the underpinning theory of the HDS-R
- Demonstrate ability to assess people with dementia using the HDS-R
- Combine the results of HDS-R assessments with a Possibility Oriented Approach to provide person-centered interventions

**Your Ad Here**

Advert will be placed between course content and pricing details

**Date:** Friday 12th March 2021  
**Time:** 9:00 - 16:00  
**Venue:** Pagoda Ballroom, Pagoda Resort, 112 Melville Parade, Como  
**Cost:**



**WAOTA New Graduate Event**  
 Saturday 15th August, 11am

WAOTA New Graduate Convenor Hem Shah is organising a coffee catchup for all new Occupational Therapy (OT) graduates. This is an opportunity to connect with fellow graduate OTs as a support group, discuss what future PDS you might be interested in, talk about your experiences so far or maybe the challenges you are facing, all whilst in a relaxed setting of the Dome Cafe.

Please email your revp or if you'd like further information to [newgrads@waota.com.au](mailto:newgrads@waota.com.au)

Become a WAOTA member

**Your Ad Here**

**Time:**  
11am  
**Date:**  
16th August 2020  
**Convenor:**

Facebook Link:  
[https://facebook.com/WAOTA  
 New\\_Gradz\\_2020](https://facebook.com/WAOTA>New_Gradz_2020)

### Price

WAOTA	One Month	Three months	Conditions
Courses (Option 1)	\$1,100.00	*\$2,850	*Allowance for 1 advert change
Interest Groups (Option 2)	\$500	N/A	

### Artwork Specifications

All finished artwork is to be supplied in high resolution JPG or PNG format.

Prior to sending your JPG or PNG please ensure:

- Size of advertisement
  - Option 1: 600px
  - Option 2: 300px
- File size is maximum of 1MB for images.
- Images to be saved with RGB colour profile or mode

## About

**Cross Section** is the official newsletter published by the WA Occupational Therapy Association (WAOTA) representing Occupational Therapists state wide. The newsletter aims to provide association members with current up to date information about association services, professional development, and local, national and international news that is relevant to the Occupational Therapy (OT) profession. Advertising in the Cross Section is an opportunity to reach OTs throughout WA; it is distributed to OTs both in the private and public sectors.

Our members receive our newsletter by email and distribution is bi-monthly. Submissions for the newsletter including advertisements need to be received by the WAOTA office ([info@waota.com.au](mailto:info@waota.com.au)) on or before the 15<sup>th</sup> of each month.

### Newsletter

Newsletter	One issue	Three issues	Six issues	Eleven issues
Full Width	\$420.00	\$399.00	\$378.00	\$357.00
Half Width	\$231.00	\$219.00	\$208.00	\$196.00
<b>* Preferred positioning within Newsletter</b>				
Full Width	\$462.00	\$439.00	\$416.00	\$393.00
Half Width	\$254.00	\$241.00	\$229.00	\$216.00
<b>**Classified Advertising</b>				
14 Lines	\$60.00	\$57.00	\$54.00	\$51.00

**Note: WAOTA Members receive a 10% discount on advertising rates.**

- \* **Preferred positioning:** Advertiser is able to choose the section for the advertisement excluding sections 1 and 2. Additional cost of 10% loading has been applied.
- \*\* **Classified Advertising:** Maximum of 14 lines with approximately 5 words per line (an eighth of a page below the page title). The advert will be placed in the WAOTA Noticeboard section.

### Artwork Specifications

All finished artwork is to be supplied in high resolution JPG or PNG format.

Prior to sending your JPG or PNG please ensure:

- Size of advertisement is exact
- All images in file are 300dpi at correct size

### Advertising Sizes

**Full Page**  
A4 Landscape  
297mm x 210mm

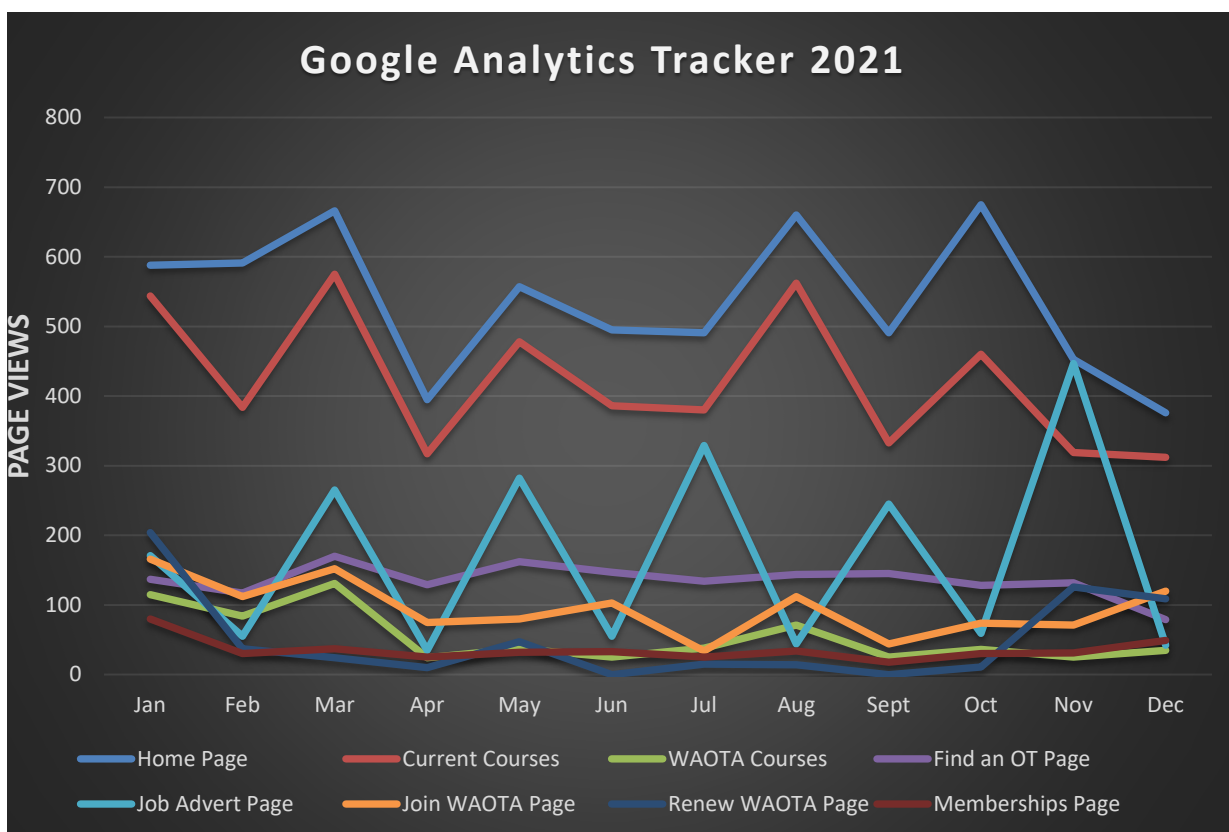
**Half Page**  
A5 Portrait  
148mm x  
210mm

# STATISTICS

The WAOTA Website is viewed by both Occupational Therapists, Allied Health professionals, Doctors and the general public.

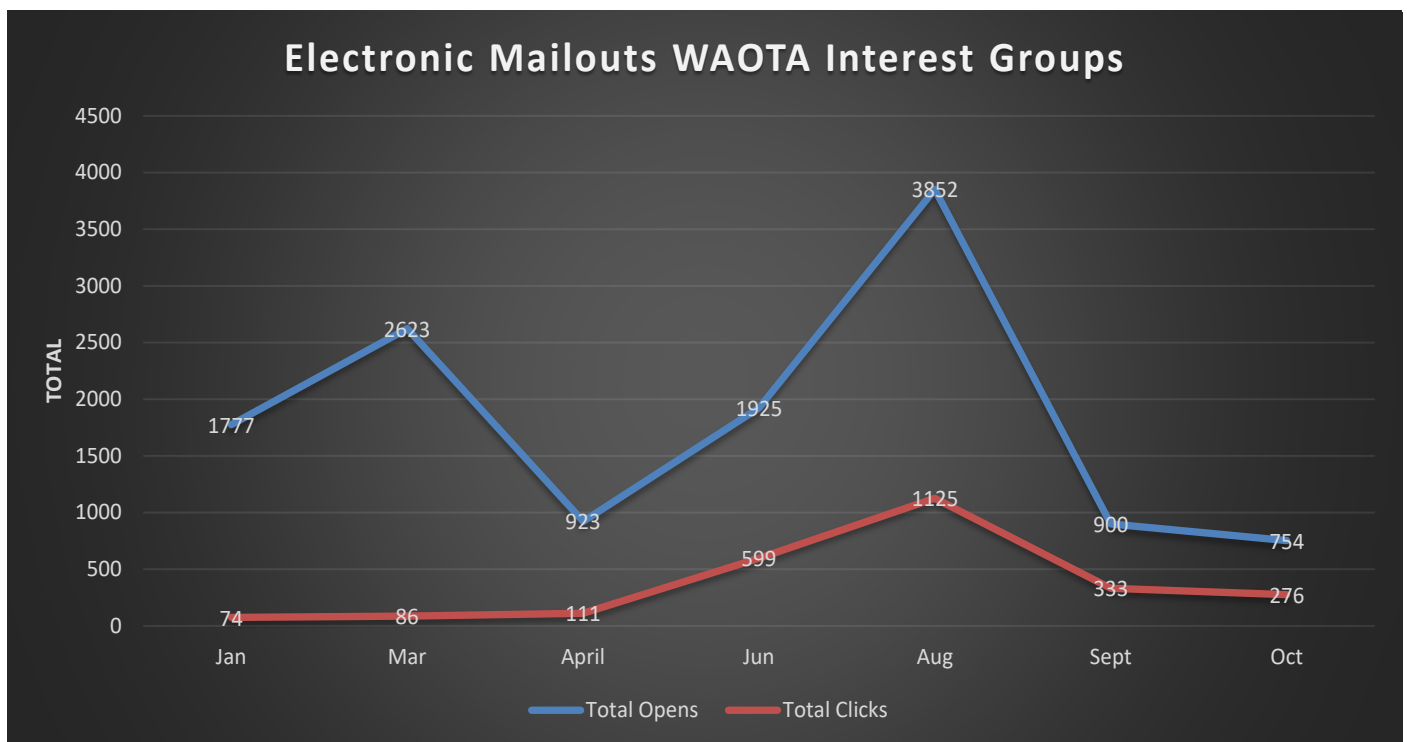
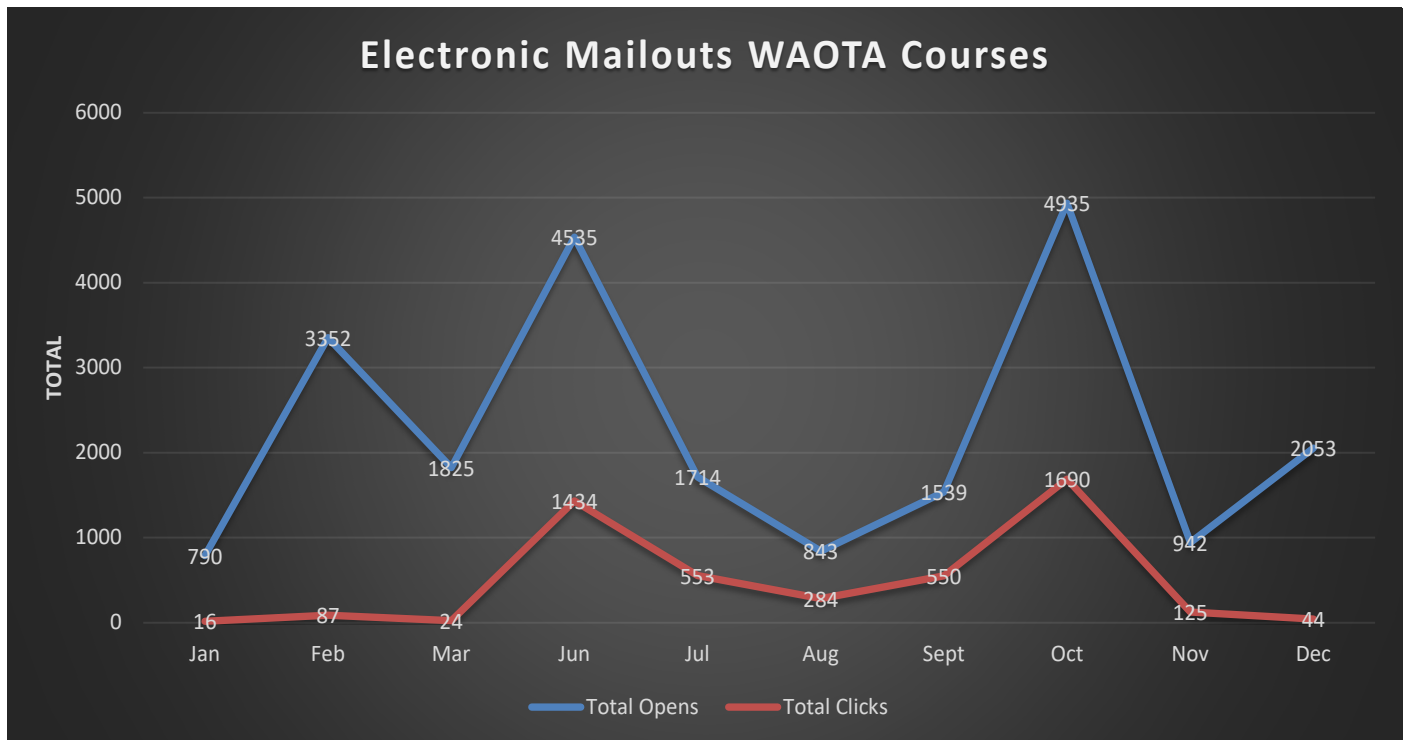
Average time spent on page by users (minutes and seconds).

Year				Memberships				
	Home Page	Course Page	WAOTA Courses	Join Page	Renew Page	M/Ship Page	Find an OT Page	Job Advert Page
2020	0.59	0.37	0.45	1.25	0.58	0.24	0.56	0.60
2021	0.40	0.39	0.45	0.54	0.40	0.34	0.58	0.43



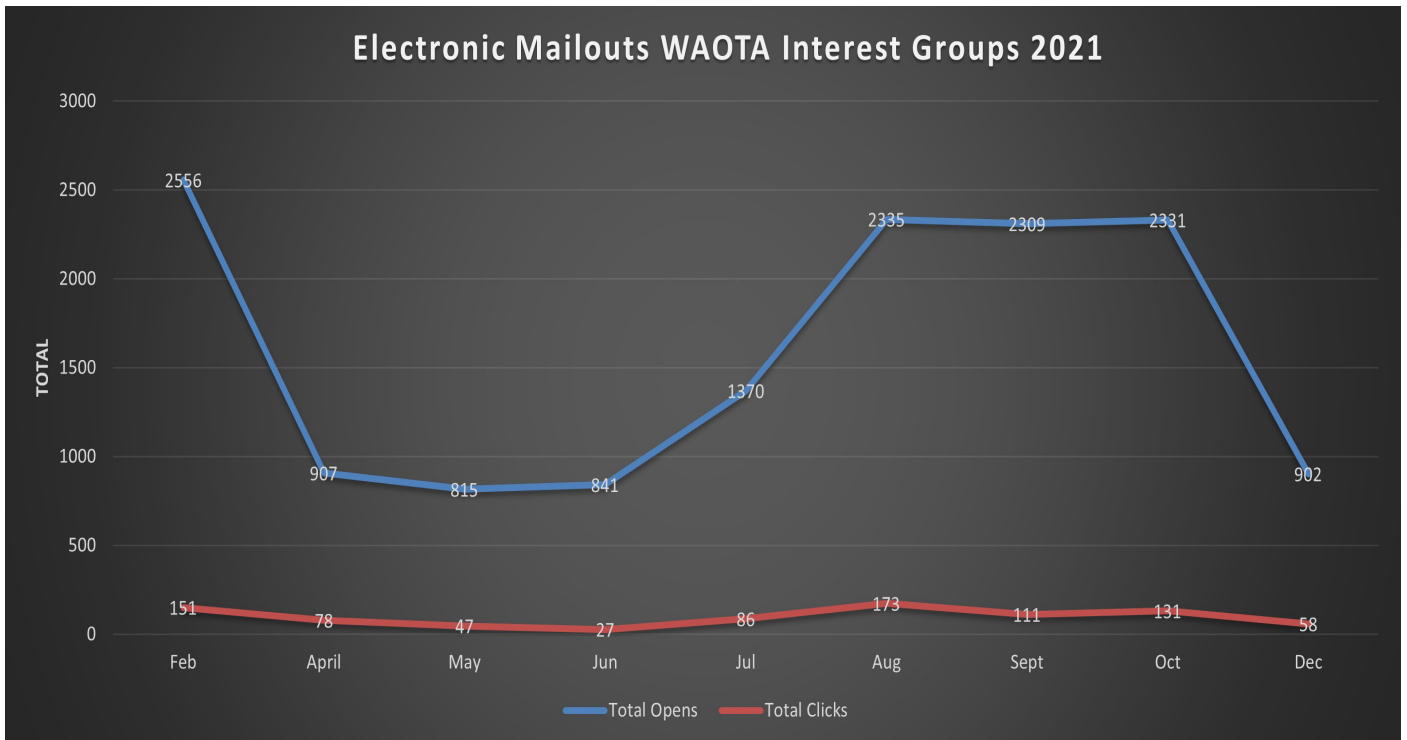
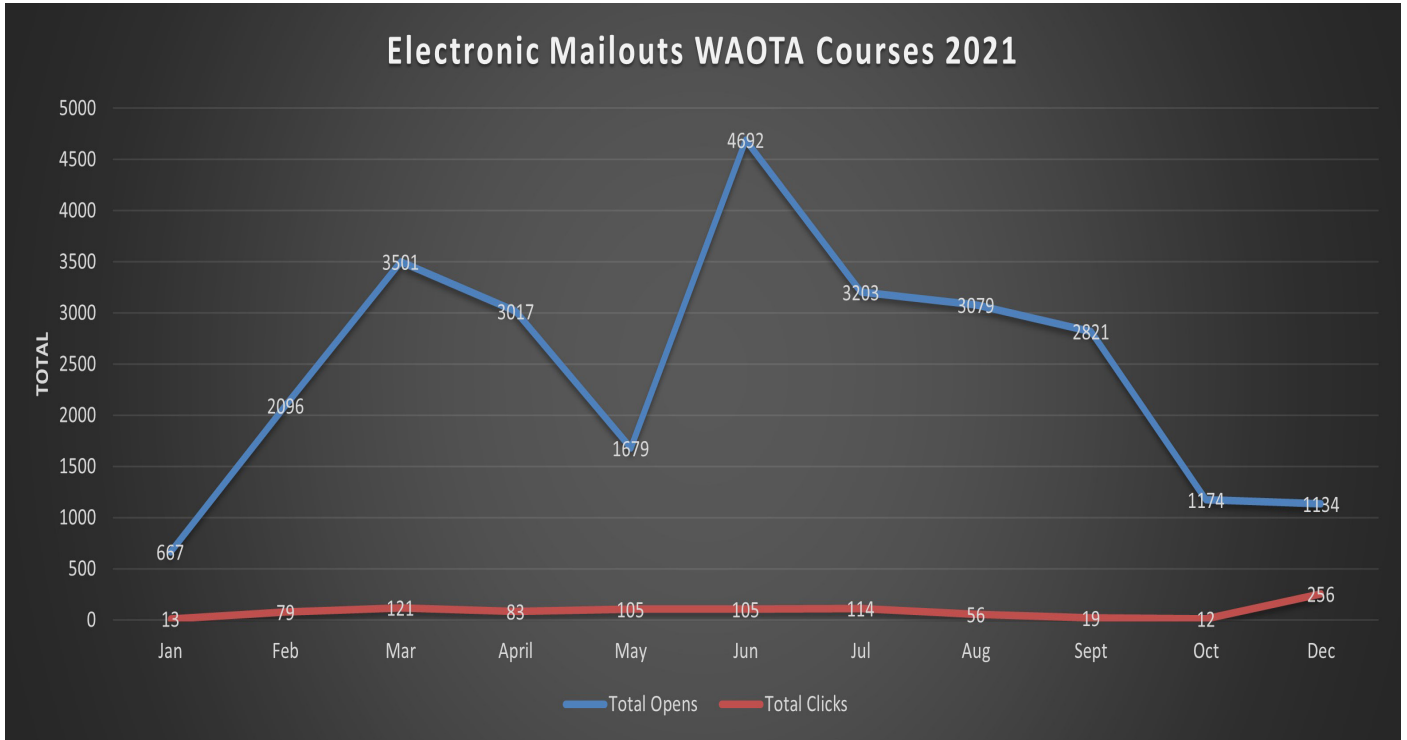
Upcoming WAOTA courses and interest group workshops are emailed to all OTs on the WAOTA mailing list (over 2,500) multiple times within the month.

## 2020



Upcoming WAOTA courses and interest group workshops are emailed to all OTs on the WAOTA mailing list (over 2,500) multiple times.

## 2021



Use the table below to select advertisement category and length of time for your advert

Category	One Month	Three Months
<b>WAOTA Website</b>		
Website home page	<input type="checkbox"/> \$800	<input type="checkbox"/> \$2,200
Course page (please specify which option for ad placement)	<b>Option 1</b> <input type="checkbox"/> \$800	<b>Option 1</b> <input type="checkbox"/> \$2,200
	<b>Option 2</b> <input type="checkbox"/> \$995	<b>Option 2</b> <input type="checkbox"/> \$2,785
Find an OT Page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$1,100
Membership Page	<input type="checkbox"/> \$400	<input type="checkbox"/> \$1,100
<b>Social Media</b>		
Facebook	<input type="checkbox"/> \$250 (1 post)	\$N/A
<b>Flyers</b>		
Flyer in attendee satchel	\$N/A	<input type="checkbox"/> \$400
<b>Electronic Mailouts to over 2,500 OTs</b>		
Courses	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$2,850
Interest Group	<input type="checkbox"/> \$500	\$N/A

Newsletter	One issue	Three issues	Six issues	Eleven issues
Full Width	<input type="checkbox"/> \$420	<input type="checkbox"/> \$399	<input type="checkbox"/> \$378	<input type="checkbox"/> \$357
Half Width	<input type="checkbox"/> \$231	<input type="checkbox"/> \$219	<input type="checkbox"/> \$208	<input type="checkbox"/> \$196
<b>* Preferred positioning within Newsletter</b>				
Full Width	<input type="checkbox"/> \$462	<input type="checkbox"/> \$439	<input type="checkbox"/> \$416	<input type="checkbox"/> \$393
Half Width	<input type="checkbox"/> \$254	<input type="checkbox"/> \$241	<input type="checkbox"/> \$229	<input type="checkbox"/> \$216
<b>** Classified Advertising</b>				
14 Lines	<input type="checkbox"/> \$60	<input type="checkbox"/> \$57	<input type="checkbox"/> \$54	<input type="checkbox"/> \$51

Email [info@waota.com.au](mailto:info@waota.com.au) for availability and booking schedule



## WAOTA Advertising Booking Form

This form is to be used for booking all advertisements or flyers. Please return together with advertisement category (page 12) via email (*info@waota.com.au*) or post to *Suite 4A, 266 Hay Street, Subiaco, WA 6008*.

Advertiser's Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone No: \_\_\_\_\_ Email: \_\_\_\_\_

Start date of advertisement or flyer: \_\_\_\_\_

**Cost of Ad/s \$** \_\_\_\_\_

**Payment Details:** *(Payment details must be provided for the booking to be accepted)*

- Method of payment:**
- Tax invoice required. Details above will be used to create invoice.
  - Instalment plan + 10% service fee, contact *info@waota.com.au* to discuss further
  - Credit Card - Following is authority to debit my Visa / MasterCard

Card Holder Name: \_\_\_\_\_

Card Number: \_\_\_\_ / \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Card Expiry: \_\_ / \_\_ CVC # \_\_\_\_

Signature: \_\_\_\_\_

Advertisements are subject to terms and conditions. By signing this form you agree to all terms and conditions detailed in the Advertising Kit. Bookings are subject to availability.

**Payment must be paid in full one week prior to the advertisement being included in your chosen campaign** (website, social media, email, newsletter and/or flyers).

Signature: \_\_\_\_\_

Date: \_\_\_\_\_