

OKOTA Advertising Policy

WELCOME! Please read the advertising policy (page 2) then choose the marketing product that best suits your business needs (page 1). All advertising must be in agreement with the OKOTA content guidelines. *OKOTA reserves the right to approve or deny advertising requests, per availability and/or the board's consideration of the topic relevance to our mission statement.* Please contact us if you have any questions: Office phone: 405.259.5575 **Please send your request with (pg 1-2) completed forms to:** OKOTAoffice@gmail.com

Products will be posted to our audience within 1-3 business days upon confirmation of receipt of payment by our office (mailed check; credit card by phone; or online invoice through our secure website platform) www.OKOTA.org

A. OKOTA Social Media Advertising

Related community events (ex: open house, free events, or 501c3 fundraisers open to the public) are shared upon OKOTA approval, for members at no cost. Simply message us with the post link to share with over 1700 followers at "Oklahoma Occupational Therapy Association" Facebook, Instagram, and Twitter. Continuing Education classes, job postings, or other resources can be advertised at the following prices:

- Purchase 1x posting (*images & text provided to OKOTA*) = \$50; additional 'boosts' \$10 each
- Purchase a bundle of (3) posts w/ boosts [multiple images / varied text] = \$150

B. OKOTA Website & Email Advertising

- Fee per post [*headline, reply to contact details, images, active links embedded*] in one (1) membership email 'blast' to over 1,000 contacts = \$50 *OKOTA may edit for file size /type /compatibility
- Fee per post [*headline, reply to contact details, images, active links embedded*] on our website & post information added to one (1) monthly membership newsletter (email) = \$200 *Ask about member discounts!

C. Healthcare-related organizations are welcome to join as an Organizational Member

with annual benefits included: company representative can attend OKOTA member meetings; Company logo will be posted year-long on OKOTA website "sponsors" section; Member discount rates for annual conference marketing packages; Receive monthly newsletters; Access member resources; & View the OKOTA member directory online ***members have the choice to opt-out of the directory; OKOTA does not sell member lists.*

- I would like to become an organizational member = \$300/ annually
*You can register for membership at www.OKOTA.org or call during business hours for assistance. Discount benefits will be applied once membership has been verified.

D. Annual Conference Vendor / Sponsor Opportunities

- Media Boost (\$50): Presentation slide (ppt, pptx, jpg, or png) ***Shown between sessions during event & sponsor information emailed to attendees after the event for reference.*
- Media Boost Plus (\$75): Presentation slide (provided by vendor) at event PLUS (1) ad post on all OKOTA social media platforms [LinkedIn, Instagram, Facebook, Twitter]
- Value Media Package (\$150): Presentation Slide at event PLUS post on social media platforms, and company logo displayed on OKOTA.org website for (1) month to a wider audience.
- Event Booth: go to our event page at OKOTA.ORG for multiple LIVE marketing opportunities! (9/29-9/30/23)

Advertising Content: *Please briefly describe below what you wish to advertise, then attach the flyer (PDF) or graphics files (JPEG/PNG) in your email with this form & SIGNED ADVERTISING POLICY AGREEMENT PAGE.*

Are you eligible for a member discount: yes / no

Total estimated purchase price: _____

(Circle preferred payment method: *online invoice, phone, mail*)



OKOTA Advertising Policy Agreement – Please read first, then sign and return with your full name, credentials, company you represent if applicable, as well as your contact information (phone, email) & product description selected for purchase.

I agree to provide the advertising content for use through OKOTA media platforms in accordance with state and federal law, prohibiting copyright infringement (images, text, logos must be your original work or you must have the permission of the copyright holder for this express purpose).

Advertising requests once approved and payment received, are non-refundable product purchases. OKOTA offers advertising services as a benefit to members and the community; however, we cannot guarantee a target number of ‘views’ on social media or public response to our other advertising platforms. A request for available audience reach data may be made for social media and member email products within 5-7 business days of the advertising posts.

I agree to the conditions whereby OKOTA may deny my request for advertising with their media platforms, if they deem such content as outside the scope of occupational therapy professional interests or contrary to the OKOTA mission statement in any way, and I do agree to comply with the decision of their board as final.

Signed _____

Company Name: _____

Email: _____ Phone: _____

OKOTA will review and contact you with approval status within 3 business days; payment to be made by phone or online invoice at that time.

Requests can be made for offline payment by check via mail, but may delay the advertising post until payment received.

For questions, please call our office at (405-259-5575). Send this completed form for board approval to: OKOTAoffice@gmail.com