



Tennessee Occupational Therapy Association

## TNOTA Advertisement Form

### About TNOTA

The Tennessee Occupational Therapy Association (TNOTA) is the statewide professional organization dedicated to representing the interests and concerns of occupational therapy practitioners, students, educators, consumers, and stakeholders across Tennessee. TNOTA is a volunteer-run, member-driven organization.

With over 500 members, TNOTA is the largest and most wide-reaching organization for occupational therapy practitioners and students in Tennessee.

Our members are dynamic, engaged professionals working in the healthcare field. Our members are highly skilled, and most are trained at the postgraduate level. TNOTA also has a large number of student members who are advancing toward completion of occupational therapy degrees at the associate's (OTA), master's (OT) or doctoral (OT) level.

Advertising with TNOTA allows you to quickly target your audience to occupational therapy practitioners, educators, and students.

### TNOTA Media Fast Facts

The TNOTA website reaches hundreds of members and prospect members per month.

TNOTA's quarterly newsletter is distributed to over 1,000 recipients across the state.

Our twice-monthly email blasts are viewed by over 500 members.

The TNOTA Facebook and Instagram pages have over 1,000 combined followers and reach nearly 3,000 viewers each month.

# TNOTA sponsor media advertisement opportunities

## Advertisement Packages

### Bronze package-\$300

- advertisement on TNOTA home page for 30 days
- 2 email blast advertisements (text only)
- 4 social media posts

### Silver package-\$550

- advertisement on TNOTA home page for 60 days
- 4 email blast advertisements (text + image)
- 8 social media posts
- ¼ page quarterly newsletter advertisement

### Gold package-\$800

- advertisement on TNOTA home page for 90 days
- 6 email blast advertisements (text + image)
- 12 social media posts
- ½ page quarterly newsletter advertisement

### Platinum package- \$1000

- advertisement on TNOTA home page for 90 days
- 8 email blast advertisements (text + image)
- 16 social media posts
- full page quarterly newsletter advertisement

# Custom Packages

Don't see a package that fits your needs? Contact us at [admin@tnota.org](mailto:admin@tnota.org) to design a custom advertisement package for your organization.

A la carte options	
TNOTA home page advertisement	<ul style="list-style-type: none"><li>• 30 days: \$150</li><li>• 60 days: \$275</li><li>• 90 days: \$400</li></ul>
Quarterly newsletter advertisement	<ul style="list-style-type: none"><li>• small (2x2): \$50</li><li>• ¼ page: \$100</li><li>• ½ page: \$150</li><li>• full page: \$200</li></ul>
E-mail blast advertisement	<ul style="list-style-type: none"><li>• text only: \$50</li><li>• text + image: \$75</li></ul>
Social media advertisement (Facebook, Instagram, Twitter) <ul style="list-style-type: none"><li>• you choose the day and time</li><li>• posts can be scheduled once or twice weekly</li></ul>	<ul style="list-style-type: none"><li>• one-time post: \$30</li><li>• recurring posts:<ul style="list-style-type: none"><li>○ 4 posts: \$100</li><li>○ 8 posts: \$175</li><li>○ 12 posts: \$275</li></ul></li></ul>

Social Media Takeover advertisement  
(Facebook & Instagram)

- You choose the Sunday and time

- Option 1: One-time post: \$30 (includes as many images as the platform allows within the post)
- Option 2: Entire day with unlimited posts: \$300
- Both options include posting threads, photos, videos, Instagram Stories, and Facebook Live