



Manitoba Society of Occupational Therapists

2025 Pricing for Advertisements and Job Postings

Type of Advertisement/Posting	Duration	Member Price	Non-Member Price
Standard Job Posting (Website)	30 days	\$75	\$150
Featured Job Posting (Homepage + Newsletter)	30 days	\$150	\$300
Banner Advertisement (Website)**	30 days	\$187.50	\$350
Newsletter Advertisement	1 issue	\$75	\$200
Sponsored Content (Newsletter/Website)**	1 issue/article	\$225	\$400
Package Deal (Job Posting + Banner Ad)**	30 days + 1 newsletter	\$375	\$700

Discounts:

- **Bulk Job Postings:** 10% off for 5+ postings.
- **Charitable Organizations:** May qualify for a 15% discount (approval required).



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Procedure for Advertisements and Job Postings

MSOT follows a streamlined process for the submission and publishing of advertisements and job postings, ensuring all content is scheduled and distributed efficiently.

Key Dates

1. **Newsletter Distribution:**

- Newsletters are sent on the **last Friday of each month**.

2. **Submission Deadlines for Newsletter Ads:**

- All advertisements must be submitted by the **15th of each month** to be included in the upcoming newsletter.

3. **Website Advertisement and Job Posting Submission:**

- Submissions are accepted **on a rolling basis** and are published within **3 business days** of approval and payment.

Steps for Submission

Step 1: Plan Submission

- Advertisers should review the deadlines and prepare materials accordingly:
 - **Newsletter Ads:** Submit by the **15th of each month**.
 - **Website Ads/Job Postings:** Submit anytime, but at least **3 business days before the desired go-live date**.

Step 2: Prepare Content

- **Job Postings:**
 - Include job title, organization, location, employment type, salary (optional), key responsibilities, qualifications, application process, and deadline.
 - Provide files in .pdf, .docx, .png, .jpg or .txt format.
- **Advertisements:**
 - Provide high-resolution images or designs (formats: .jpg, .png, .pdf).
 - For banners, adhere to standard sizes (e.g., 728x90 pixels).
 - Include any URLs for hyperlinks.

Step 3: Submit Materials

- Email submissions to msot@msot.mb.ca with the following details:
 - Contact name, phone number, and email.
 - Membership status to confirm discounts.
 - Requested ad type (e.g., job posting, banner ad, newsletter ad).
 - Preferred start date or edition for newsletter inclusion.

Step 4: Review and Approval

- Submissions are reviewed within **2 business days** to ensure compliance with MSOT's advertising policy.
- MSOT will confirm approval or request revisions if necessary.

Step 5: Payment and Confirmation

- An invoice will be sent upon approval. Payment methods include credit card, e-transfer, or cheque.
- Advertisements and postings will go live only after full payment is received.

Step 6: Publishing

- **Newsletter Ads:** Published in the newsletter distributed on the **last Friday of the month**.
- **Website Ads/Job Postings:** Published within **3 business days** of payment confirmation.

Step 7: Extensions or Changes

- Requests for extensions or updates must be submitted in writing and may incur additional fees.