



## Manitoba Physiotherapy Association Advertising

### Employment and Business Opportunities

### Professional Development Courses

- **MPA website advertising:**

	<b>Members</b>	<b>Non-Members</b>
4 weeks	\$100.00	\$125.00
8 weeks	\$150.00	\$175.00
12 weeks	\$200.00	\$250.00
To add one ad newsletter	\$40.00	\$50.00
To add one ad e-blast	\$40.00	\$50.00

*Rates (plus GST)*

- **MPA Digital Newsletter or e-blast advertising:**

	<b>Members</b>	<b>Non-Members</b>
One banner ad (96 in x 36 in) with a link	\$60.00	\$80.00

*Rates (plus GST)*

**Notes:**

- To purchase ads, please, email your request to [ptassociation@mbphysio.org](mailto:ptassociation@mbphysio.org) with the following:
  - ✓ A concise ad description in a paragraph of up to 100 words.
  - ✓ Detailed information in a Word or PDF document (length not restricted).
  - ✓ Any graphics such as your company logo in high resolution (JPG or PNG format) and any photos you wish MPA to include in the ad.
- The digital newsletter is published eight times a year and it is distributed via email to our members. Additionally, it is accessible in the Members Only section of MPA's website.
- The e-blast is distributed weekly to MPA's member database, including owners and administrators of private practice clinics.
- All ads will be accompanied by a standard disclaimer stating: *"This is a paid advertisement. Questions and concerns should be directed to the advertiser."*
- MPA website advertising longer than four weeks will receive prominent placement on MPA's Instagram social media platform. Furthermore, these ads will appear on MPA Instagram stories once a week for four weeks, **all at no extra cost**.

**To purchase advertising:**

- An invoice detailing the advertising costs will be generated upon receipt of your confirmation email.
- Payments can be made through the following methods:
  - ✓ E-transfer to [ptassociation@mbphysio.org](mailto:ptassociation@mbphysio.org)
  - ✓ Master Card or Visa by phone at (204) 925-5701 or 1-877-925-5701.
  - ✓ Cheques should be made payable to Manitoba Physiotherapy Association, 145 Pacific Ave, Winnipeg, R3B 2Z6. Receipts will be issued upon payment.

**Pricing updated as of January 1, 2024**