

IFOMPT ADVERTISING OPTIONS

IFOMPT Advertising Categories

A number of broad categories of advertising can be considered:

1. Advertising of Courses/Training Offerings

Any MO or RIG or individual member of a MO or RIG can advertise courses, training opportunities, or material on the IFOMPT website. IFOMPT will not vet, under write, or endorse these and it will be very clearly stated in the advertisements. A specific list of information will need to be provided including but not limited to:

- The full name and contact details and social media handles of the organisation/ clinic, training institution that is offering the training or material.
- Background information on the organisation offering the training or material.
- A full description of the training or material being offered including the requirements to attend, learning outcomes, and Continuing Professional Development ratings connected to the offering and also the format of the training.
- The cost and time outlay required to attend.
- The exact process to follow to apply for the training or to access the material.

The fee to advertise will be:

- 1-month listing on the website with 2 Mail Chimp Reminders: US\$100.00
- Once-off dedicated advertising on the IFOMPT Twitter, Facebook, and one general e-mail to all the IFOMPT MOs and RIGs: US\$100.00
- 3-month listing on the website with 6 Mail Chimp Reminders: US\$275.00

2. Advertising of Job Opportunities

This is a service aimed at finding suitably qualified staff and the ideal job anywhere in the world. A specific list of information will need to be provided including, but not limited to:

- The full name and contact details and social media handles of the organisation/ clinic, or training institution that is offering the position.
- Background information on the organisation offering the position.
- A full description of the position being offered.
- The full list of requirements that the applicant will need to meet.
- The exact process to follow to apply for the position.

The fee to advertise will be:

- 1-month listing with 2 Mail Chimp Reminders: US\$100.00
- 3-month listing with 6 Mail Chimp Reminders: US\$275.00

Jobs will be added to the site and the next Mail Chimp Reminder as soon as the advertisement has been paid for. Jobs will remain on this site for the selected duration, or until the submitted closing date. IFOMPT will not in any way correspond with interested parties and all correspondence will be directly with the advertisers.

3. Advertising during the IFOMPT Webinars

This would entail running a short video or static advertisement at the start or end of our webinars. The advertisement would run for the full set of webinars by a specific presenter and could also be sent to all the attendees together with their proof of attendance. A

specific list of information will need to be provided including, but not limited to:

- The full advertisement (static in PDF or video in an MP3 file)
- Any specific requirements regarding the placing of the advertisement

The fee to advertise will be:

- 1 webinar presenter listing (could be between and 4 webinar sessions) with one post event circulation of the advertisement to all who have registered for the webinar: US\$100.00
- 2 webinar presenters listing with post event circulation of the advertisement to all who have registered for the webinar: US\$150.00

Prospective advertisers to contact the office to discuss the proposed advertisement and the format for submission.