

# 2024 ADVERTORIAL CONTENT



## *What's Moving at the CPA*

---

### **Telling a story through advertorials**

An advertorial is a type of advertisement designed to resemble editorial content. Unlike traditional ads that overtly promote a product or service, advertorials blend seamlessly with the surrounding content, providing valuable information while subtly promoting the brand. All advertorials must be aligned with one of the following monthly content headers: *Member Benefits Spotlight*, *Educational Resources Spotlight*, and *Industry News*.

Advertorial space is available for purchase in the monthly e-Newsletter *What's Moving at the CPA*. The advertorial can contain one text-free hi-res jpeg, 300 dpi sized image at 300x250 px. The advertorial must be a maximum of 250 words and be submitted print-ready in English or French.

### **General Guidelines and Requirements**

- All written content must be submitted in Word by the monthly deadline.
- Images are most effective when they complement the content, not promote the brand.
- Content must be submitted in either French or English.
- The word "Sponsored Post" appears at the top of the article (inserted by CPA).
- The messaging in the advertorial must comply with the CPA's core values found at: [Vision, Mission & Strategy - Canadian Physiotherapy Association](#).
- The CPA reserves the right to refuse any advertisement that does not meet CPA policy or standards or is inconsistent with publication style and/or content. For more information about the CPA's key messages read our [Position Statements - Canadian Physiotherapy Association](#).
- Necessary changes are the responsibility of the advertiser.
  - Changes must be submitted by the deadline

Speak to CPA's Growth and Innovation team at [advertising@physiotherapy.ca](mailto:advertising@physiotherapy.ca) for more information about submission processes and deadlines.