



Canadian
Physiotherapy
Association

Media Kit 2024

Contact Us

advertising@physiotherapy.ca | 1.800.387.8679

955 Green Valley Crescent, Suite 270

Ottawa, Ontario | K2C 3V4

CHOOSE YOUR CHANNELS

Digital Advertising Opportunities

Emails to Members

Put your message in one or both of the CPA's monthly national e-newsletters: eclassifieds & What's Moving at the CPA or even Sponsor your own e-blast.

12x/year

11k reach

PD Marketplace

Promote your message on the CPA's Professional Development platform.

CPA Website

Get your message front and centre on the CPA's website. New positions and opportunities available.

12k reach/monthly

Sponsored Webinar

Host a webinar to showcase your expertise and engage CPA members.



ADVERTISING PRICE LIST

Digital Advertising



Website Home Page	Ad Placement	1x	2x	3x	12x
	Square Box (2)	\$2,000	\$1,700	\$1,625	\$1,550

E-Newsletters	Ad Placement	1x	3x	6x	12x
	Sponsored Post	\$2,100	\$1,785	N/A	N/A
	Header Banner (1)	\$630	\$475	\$440	\$410
	Mid Page (1)	\$525	\$395	\$370	\$340
	Square Box (2)	\$250	\$190	\$150	\$100
	Sponsored E-Blast	\$4,500	N/A	N/A	N/A

PD Marketplace	Ad Placement	1x	2x	3x	12x
	CPA Carousel Advert	\$3,150	N/A	N/A	N/A
	Square Box	\$1,575	\$1,250	\$1,175	\$1,125
	Banner	\$1,050	\$840	\$795	\$750

ADVERTISING PRICE LIST

Publication Advertising



Physiotherapy Canada Scientific Journal	Ad Placement	1x	2x	4x	6x	8x
	Full Page	\$2,025	\$2,161	\$2,117	\$2,073	\$1,985
	1/2 Page	\$1,483	\$1,405	\$1,347	\$1,347	\$1,290
	Inside Front Cover	\$3,087	\$3,025	\$2,905	\$2,905	\$2,848
	Inside Back Cover	\$3,087	\$3,025	\$2,905	\$2,905	\$2,848
	Outside Back Cover	\$3,308	\$3,240	\$3,113	\$3,113	\$3,050

ADVERTISING PRICE LIST

Other Advertising



Sponsored Webinar	Ad Placement	1x	3x	6x
	Sponsored Webinar Advert	\$3,750	\$2,650	\$1,100
Sponsored Webinar	\$5,250	N/A	N/A	

Career Centre Listings	CPA Members Listing Unit		Unit Cost
	30 Day Member Standard Listing		\$300
	60 Day Member Standard Listing		\$450
	90 Day Member Standard Listing		\$600
	Featured Listing (top of page)		\$125 for 30 days
	Non-CPA Members Listing Unit		Unit Cost
	30 Day Non-Member Standard Listing		\$600
	60 Day Non-Member Standard Listing		\$900
	90 Day Non-Member Standard Listing		\$1,200
	Featured Listing (top of page)		\$150 for 30 days

Course and Events Listings	30 Day Standard for CPA Members	30 Day Combo*	60 Day Standard	Featured Listing (top of page)
	\$200	\$500	\$300	\$125 for 30 days
30 Day Standard for CPA Non-Members	30 Day Combo*	60 Day Standard	Featured Listing (top of page)	
\$300	\$650	\$400	\$150 for 30 days	

*Featured Listing & Direct Link in What's Moving e-Newsletter

Looking for a unique opportunity?

Allow us to create a customized package to suit your marketing objectives and budget.

Send us an email at advertising@physiotherapy.ca.

