

**The UTAH OCCUPATIONAL
THERAPY ASSOCIATION**

Subject: Advertisements
Code: BPPC 6/95
Revised Date: 2/97 , 9/03, 3/04

Policy: 6
Eff. Date: 6/95
Rescinded:

- Purpose:**
- a) To indicate the cost for advertising on the UOTA website;
 - b) To clarify the difference between advertisements and notices; and to
 - c) Describe the procedure for payment.

Procedures:

1. Definitions: A notice is a brief (15-word limit) announcement. It may describe an education event, job opening, future activity, or other information of interest to UOTA members. An advertisement is a notice that is paid for by a company, facility, or sponsor, who may benefit financially from the posting of the information.
2. The UOTA webmaster will accept requests for notices from members, companies, non-members, organizations or agencies to be posted on the website.
3. No charge is assessed to posting of a notice if it meets the definition stated above.
4. A continuing education event of 1-2 lines is posted as a notice with no charge to the sponsor(s). If a link to a full advertisement is made, a charge will be assessed as described below.
5. A notice must be typed in the format that the requestor wishes for posting.
6. The UOTA webmaster will accept requests from companies, individuals, organizations, or agencies to have an advertisement placed on the UOTA website. The cost for an advertisement is:

Job listing:	30 days	\$25.00	60 days	\$50.00	90 days	\$75.00
Cont. ed. event:	30 days	\$25.00	60 days	\$50.00	90 days	\$75.00
Products/services:	30 days	\$25.00	60 days	\$50.00	90 days	\$75.00
7. The purpose of charging for advertisements posted on the Association website is to secure revenue to offset the cost of site maintenance.
8. The advertisement must be typed in the format that the requestor wishes for posting.
9. The webmaster verbally gives the appropriate cost to the advertiser and directs the advertiser to send the payment to the UOTA Treasurer, with a check made payable to "UOTA", prior to advertisement posting.
10. Upon receipt of a payment, the Treasurer will immediately notify the webmaster or Member
11. Services committee Chairperson to indicate that an advertisement has been paid for and is ready for posting.
12. The Treasurer will issue a receipt to the advertiser.
13. Changes in the fees for advertisements are at the discretion of the EB.
14. UOTA individual members (not organizational) may advertise in the Directory or on the website at no charge.