



# Advertising Rates

The rates below relate to advertising opportunities with OTA, including on the OTA home page and the OTA Weekly Express newsletter. Effective Oct. 2022

- OTA Weekly Express Circulation: 2,080 sends/23% open rate
- OTA Website: 2000 users, 2500 sessions/month, 800 homepage views

Description	Rate	Frequency	Discount
<b>Weekly Express Newsletter</b>	\$125	1 issue	10% - 6+ issues
<b>OTA Homepage Banner</b>	\$100	1 month	10% - 3+ months
<b>Classroom/online training presentation</b>	\$75	1 session	
<b>Quarterly member packet insert</b>	\$400	1 year (4 mailings)	

Online ads/banners should be approximately 1200 px wide x 400 px tall  
If necessary, OTA can create your ad, banner or other materials for you

Please check with OTA for additional advertising or promotional opportunities. Don't forget to check out the Annual Sponsor program, which can include advertising in addition to event sponsorship.