NURSE PRACTITIONERS' ASSOCIATION OF ONTARIO

Nurse Practitioners' Association of Ontario

Advertising Opportunities

Nurse Practitioners.
Solutions for a stronger
and healthier Ontario.

NPAO.ORG

Advance Your Advertising and Revenue Channels to the Next Level with the NPAO

Attract our unique visitors and NPAO members who visit npao.org each week!

Now is your opportunity to engage with this targeted audience!

Advertising with the Nurse Practitioners' Association of Ontario provides your organization, or event, the opportunity to tap into an audience of more than 6.8k per month. NPAO helps to put your business in the forefront through our various digital channels. Showase your brand on npao.org and benefit from our provincial reach.

Why Advertise with the NPAO?

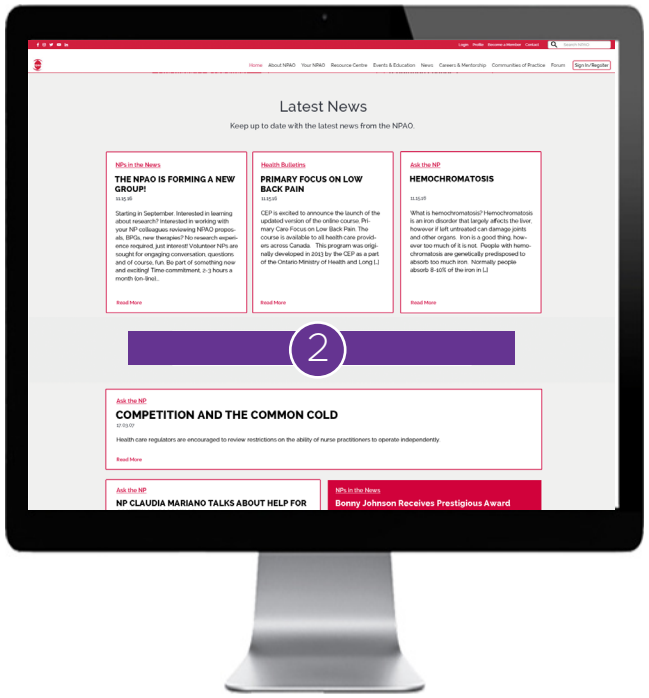
- Reach **over 1,500** nurse practitioners currently practising in Ontario
- Connect and get your message out with decision-makers
- Strengthen your brand and engage with NPs across Ontario
- Attract an expansive targeted audience
    - Extensive online reach: npao.org has more than **6.8k users** per month
    - Stay visible with over **30k page views** per month
- Innovative way to promote your brand

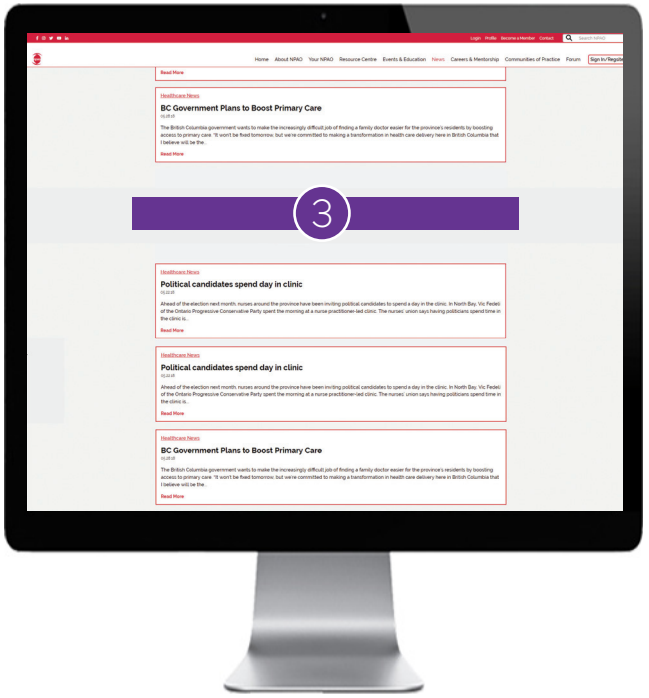
Website Sponsorship

Desktop

With over 1500 daily page views, our website is the ideal place to promote your brand. Interested readers will be redirected to your website when the advert is clicked.

Images must be 300dpi. File format: .jpg, .png or .gif.





1 **Leaderboard ad**
970 x 90 pixels

$2,500 + HST (6 months)

2 **Latest News (Homepage)**
970 x 90 pixels

$1,800 + HST (6 months)

3 **News Breaks (Subpage)**
970 x 90 pixels

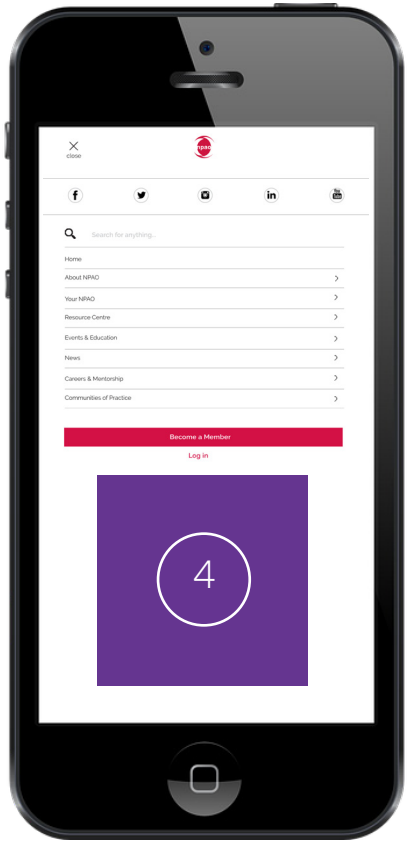
$1,000 + HST (6 months)

Website Sponsorship

Mobile

Meet your marketing objectives by leveraging our extensive network.

Images must be 300dpi. File format: .jpg, .png or .gif.



4 **Mobile Menu**
200 x 200 pixels

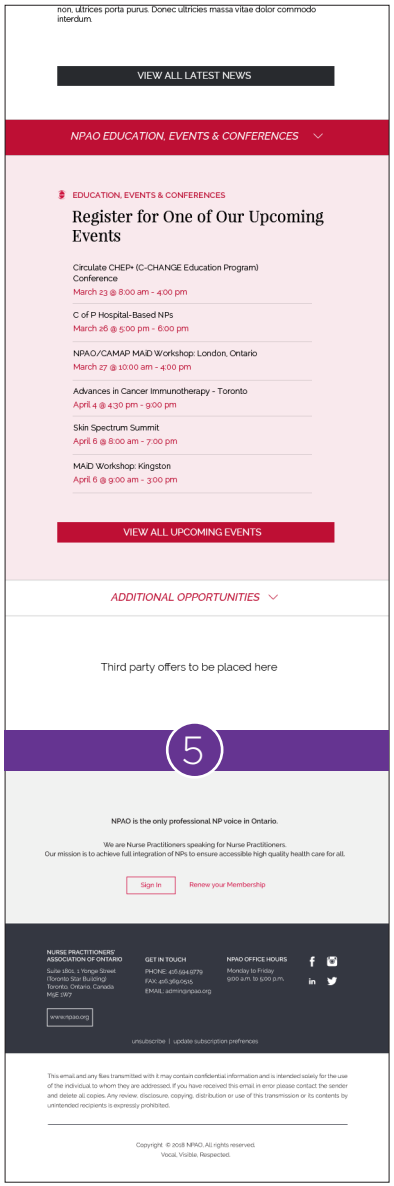
$1,000 + HST (6 months)

NPAO MailChimp Sponsorship

Weekly E-newsletter

Connect your company with a targeted audience. Over 1,500 NPAO members receive our NPAO MailChimp newsletter.

Images must be 300dpi. File format: .jpg, .png



5

NPAO MailChimp
599 x 56 pixels

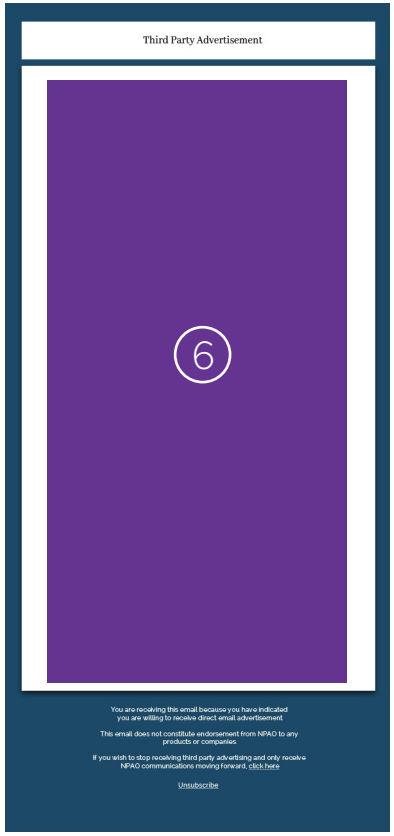
1. $500 + HST (1 newsletter)
2. $1,600 + HST (4 newsletters)

NPAO MailChimp Sponsorship

Dedicated Email

Connect your company with a targeted audience. Over 1,500 NPAO members receive our NPAO MailChimp newsletter.

Images must be 300dpi. File format: .jpg, .png



6 **Dedicated Email (via Mailchimp) - Your Content**

1. $900 + HST

One Hour Webinar Sponsorship

Online Live Presentation

Expand your audience with a one hour webinar hosted by the NPAO using NPAO's platform.

7 **One Hour Webinar**

Hosted by NPAO, using NPAO's platform

$1,500 + HST (1 Hour)

Speaker Honorarium

Sponsorship Opportunity

Sponsors have the option to include a speaker honorarium with their webinar or conference sponsorship. Speaker Honorariums range from $500 to $2,500 depending on the speaker. Please discuss this with our Continuing Education Manager before processing this payment. You can reach her at vmooney@npao.org

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Speaker Honorarium

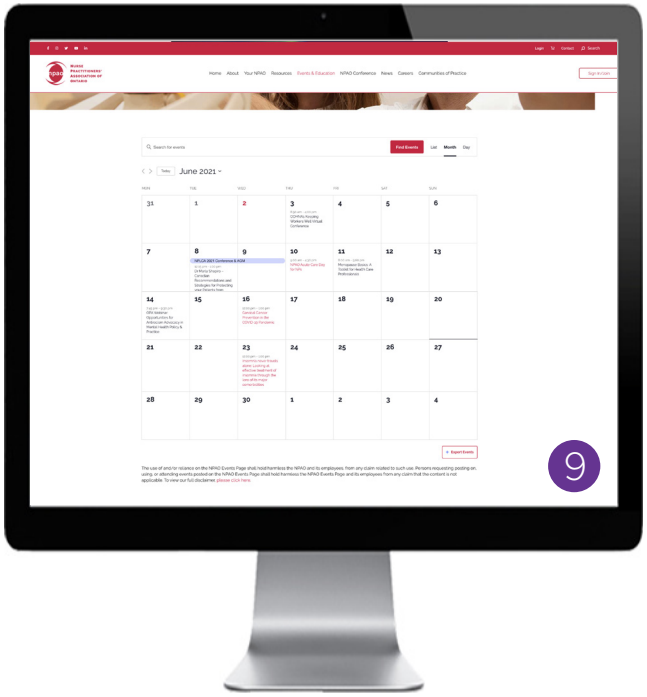
Included with a webinar or conference sponsorship

$500 - $2,500 + HST

NPAO Event Posting

NPAO Events Calender

Submit your opportunity to our events calender!
Your event posting will be added to the NPAO Events Calender section until your specified end date.



9

Event Posting

Feature your event on our events calender

$50.00 + HST

NPAO Job Posting

NPAO Job Board

Submit your opportunity to our job board!
Your job posting will be added to the NPAO Job Postings section for a maximum of three months, or until specified end date

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NPAO Job Posting

Submit your opportunity to our job board!

$100.00 + HST

Physicians cannot directly bill the Ontario Health Insurance Plan (OHIP) for work performed by a Nurse Practitioner that is within their legislated and regulated scope of practice.
This job posting complies with the OHIP billing requirements as outlined in OHIP Bulletin 4724 (https://www.health.gov.on.ca/en/pro/programs/ohip/bulletins/4000/bul4724.aspx).
" Refunds will not be offered for anyone who violates this condition.

Sponsorship and Advertising Agreement

BETWEEN

Nurse Practitioners Association of Ontario (the "NPAO")

AND

COMPANY INFORMATION (the "Sponsor/Advertiser")

WHEREAS:

The NPAO is the professional association that represents Nurse Practitioners in Ontario and provides advertising services within its social media, website and mailing lists.

AND

The Sponsor/Advertiser intends to enter into an agreement with the NPAO to provide advertising services on such terms as are set out throughout this Agreement "the Agreement"

IT IS HEREBY AGREED as follows:

1. Type of Sponsorship or Advertising:

The Sponsor/Advertiser wishes to engage NPAO in the provision of the services described below:

- **One (1) hour webinar, hosted by NPAO using NPAO's platform** - NPAO will schedule the webinar and post it to NPAO's online education calendar on the public facing website. | In addition, the webinar will be promoted via MailChimp, Social Media and NPAO Facebook Group.
- **One time Direct Email (via Mailchimp)** - NPAO will create one targeted email campaign via Mailchimp directly to its members. The advertiser must provide language and promotional materials for the Mailchimp campaign. Files should be in JPG or PNG format.
- **Leaderboard ad on NPAO website** - 970 x 90 pixels - Sponsor Ad, rotating on NPAO website, linking directly to the Sponsor/Advertiser website.
- **Latest News (Homepage) ad** - 970 x 90 pixels - Sponsor Ad, rotating on NPAO website, linking directly to the Advertiser website.
- **News Breaks (Subpage) ad** - 970 x 90 pixels - Sponsor static ad on NPAO website, linking directly to the Advertiser website.
- **Mobile Menu add** - 200 x 200 pixels - Sponsor rotating ad on NPAO website, mobile application
- **Ad in Weekly Newsletter**- 4.875 x 3.625 inches - Sponsor ad, advertising in the weekly newsletter, shared with all members via direct mail and posted on NPAO website
- **Speaker Honorarium**
- **Event Posting**- Your event posting will be added to the NPAO Events Calendar section until your specified end date.
- **NPAO Job Posting**- Your job posting will be added to the NPAO Job Postings section for a maximum of three months, or until specified end date

2. **Fees & Contributions**

The Sponsor/Advertiser agrees to the fees listed below *(Please select from the below NPAO advertising options/package)*

- **One hour webinar, hosted by NPAO using NPAO's platform -** $1,500 + HST
- **One time Direct Email (via Mailchimp) -** $900 + HST
- **Leaderboard ad on NPAO website -** $2,500 + HST (6 months)
- **Latest News (Homepage) ad -** $1,800 + HST (6 months)
- **News Breaks (Subpage) ad -** $1,000 + HST (6 months)
- **Mobile Menu ad -** $1,000 + HST (6 months)
- **Ad in weekly newsletter -** $500 + HST (1 newsletter)
- **4 x Ad in weekly newsletter -** $1,600 + HST (4 newsletters)
- **Speaker Honorarium -** $500 - $2,500 + HST
- **Event Posting -** $50.00 + HST
- **NPAO Job Posting -** $100.00 + HST

3. **Obligations of the Sponsor/Advertiser:**

a. **Provision of Information:** In order to enable NPAO to create and promulgate appropriate advertisements, the Sponsor/Advertiser agrees to provide NPAO with:

- An executive summary of the Sponsor/Advertiser and its area of operation
- If applicable to the Sponsor request, a description of the product or services being offered to NPAO members, including details regarding cost, payment options, refund policy and percentage of discount being offered to NPAO members compared to regular market rate; and
- If applicable to the Sponsor request, co-branded advertising and promotional materials to be used by NPAO. These must include NPAO and Company's logo, description of the product and special message to NPAO members.

b. **Direct Marketing:** ***If direct marketing services are requested***, the Sponsor/Advertiser agrees to provide NPAO with promotional materials to be used in direct-marketing, mailing-outs, and to be distributed at the NPAO booth during conferences and events, at the cost of the Sponsor/Advertiser.

c. Sponsor/Advertiser will ensure the cost and promotion advertised will be available to all NPAO members for the length of this Agreement. The Sponsor will inform NPAO if there any concerns relating to the ability of the Sponsor/Advertiser in providing the services/product as advertised.

d. Sponsor/Advertiser has the responsibility to have substantiation for all claims made and should be able to provide NPAO this information upon request.

e. Sponsor/Advertiser will ensure that any promotional materials or text associated to the advertised services/products will be professionally neutral ('prescribe' or 'health-care provider')

f. The Sponsor/Advertiser ensures that they are not aware of anything in their reasonable control which will or could have a negative effect upon their ability to perform their respective obligations, cause a negative impact to NPAO's reputation and/or its members.

4. **Warranties:**

a. Both Parties warrant that they have the necessary power and approval to enter into this Agreement.

5. **Non Endorsement:**

a. NPAO will not endorse any one product or service over another. The advertisement will contain a dislaimer that states: *'Advertisement of a product or service through NPAO will not act as an NPAO endorsement'.*

6. **Communication with Members:**

a. Sponsorship and/or advertising does not grant access to NPAO member's contact information unless expressly authorized by members.

b. Sponsors and/or advertisers will not communicate with NPAO members directly. Any communication directed to NPAO membership will take place through NPAO's existing communication channels.

b. Sponsors direct contact to NPAO members will be considered a violation of the Agreement.

7. **Duration of Agreement:** The duration of this Agreement will be dependent upon the advertisement requested. All agreements will be reviewed at the beginning and at the half-way stage of the Agreement by NPAO to ensure alignment with NPAO's vision, mission, values and strategic goals.

6. **Cancellation or Termination of Agreement:**

a. The NPAO reserves the right to immediately stop any sponsorship/advertising engagement should there be a reason or threat that continuing the services will or could create a negative impact on NPAO's reputation, its corporate interests and/or its members interests.

b. The NPAO reserves the right, at its sole discretion, to terminate the Agreement without prior notice or consent of the Sponsor/Advertiser, where the NPAO finds a reason to believe the Sponsor/Advertiser has, directly or indirectly, acted in a manner that violates the terms of the Agreement.

b. If applicable, the Sponsor/Advertiser may terminate this Agreement by providing NPAO 3 months notice to allow sufficient time for NPAO members to be notified and for a formal statement to be released if required.

Name:

_____ _____ Date Contract Signed:

Sponsor NPAO

Schedule A: Sponsor/Advertiser Contribution

In addition to the fees agreed upon, the Sponsor/Advertiser agrees to provide special services/products to NPAO and its Members as follows:

Description of Service/Product: _____

_____

_____

_____

Regular Rate/Cost: _____

NPAO Rate/Cost: _____

Requirements in order to provide services/product: if there are any requirements (technical or technological) in order for members to access the services/products described above, please enter them here: (i.e. must provide member ID number, need access to member email information, etc)

_____

_____

_____

_____

Sponsor/Advertiser Contact for Special Services/Products: Please designate a contact person for any issues related to the delivery of the special services/products described above.

Name: _____

Email: _____

Phone: _____

Name:

_____ _____ Date Contract Signed:

Sponsor NPAO