



Advertise with the Ontario PSW Association

Work with the Ontario PSW Association (OPSWA) to reach the members of Ontario's Professional Association for Personal Support Workers. The OPSWA is the best place to share your employment opportunities, or any other content that would be of interest to the PSW community.

The OPSWA's Audience

Audience metrics as of January 2024.

Platform	Website OPSWA.ca	Email Newsletter	Facebook Page	Instagram Page
Audience Size	10,000+ unique visitors per month	11,000+ subscribers 50% open rate	309,000+ unique user reach over the last 90 days 36,800+ followers	15,700+ unique user reach over the last 90 days 4,700+ followers

Advertising Rates

OPSWA E-Newsletter Packages

Your organization will be featured in our monthly OPSWA e-newsletter read by our audience of 10,000 PSWs. The following standard packages are available:

E-Newsletter Options	Rates
Lead section banner ad Standard size (600 x 300 pixels)	\$250 per e-newsletter + HST
Middle section banner ad Standard size (600 x 300 pixels)	\$170 per e-newsletter + HST

Footer section banner ad
Standard size (600 x 300 pixels)

\$150 per e-newsletter + HST

3-month bundle

\$410 + HST

- 1 middle section standard size banner ad to be included in 3 consecutive OPSWA monthly e-newsletters

Ad Design Services

- \$120 per email banner
- \$120 per social media ad
- \$200 per video (reel/TikTok/YouTube shorts)

OPSWA Social Media packages

Your organization will be featured on OPSWA's social media pages. The following standard packages are available:

Instagram and Facebook Options	Rates
1 organic Instagram post and 1 organic Facebook post – Image only Total of 2 posts	\$250 + HST
2 organic Instagram posts and 2 organic Facebook posts – image only Total of 4 posts – posting schedule to be agreed upon by OPSWA and the partnering organization	\$400 + HST
1 Instagram Reel and 1 Facebook Reel / Short Video Total of 2 posts Approximate video length of 1 minute	\$300 + HST
Add on: Feature on 1 Instagram Story and 1 Facebook Story The social media post that is shared on OPSWA's Instagram and/or Facebook pages will also be featured in Stories.	\$150 + HST

Social Media Content Creation Services

- \$120 per email banner
- \$120 per social media ad
- \$200 per video (reel/TikTok/YouTube shorts)

Contact info@opswa.com to start planning your advertising campaign or for custom advertising bundles.