



OPSWA ADVERTISING PACKAGES

ADVERTISE WITH THE OPSWA

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Elevate your outreach by partnering with the Ontario Personal Support Workers Association (OPSWA). Our platform is the premier destination to connect with dedicated PSWs across the province, making it the ideal space to promote your employment opportunities and share content that resonates with the PSW community.

The OPSWA's Audience




AUDIENCE METRICS AS OF AUGUST 2024

Platform	Website www.opswa.ca	Email Newsletter	Facebook Page	Instagram Page
Audience Size	15,000 + visitors in the last month	13,500 + subscribers	477,300 + reach over the last 90 days	20,800 + reach over the last 90 days
		50% open rate	38,600 + followers	5,600 + followers

Reach Ontario's Engaged PSW Community

Our advertising platform connects you with a highly engaged PSW community across Ontario. With over 15,000 monthly website visitors, 13,500+ email subscribers, and significant social media reach—477,300+ on Facebook and 20,800+ on Instagram—your message will reach thousands of dedicated professionals. Advertising with us ensures your content resonates with the right audience.

Advertising Packages

Package	Website Banner Feature	Email Newsletter	Facebook & Instagram	Price
Basic 		Footer Banner: standard size (600 x 200 px)	One Organic Post: shared to both Facebook & Instagram.	\$550.00
Standard 	Footer Banner: featured at the bottom of the Community Resource page for one month	Middle Banner: standard size (600 x 200 px)	Two Organic Posts: shared to both Facebook & Instagram.	\$950.00
Premium 	Lead Banner: featured at the top of the Community Resource page for one month	Lead Banner: standard size (600 x 200 px)	Three Organic Posts: shared to both Facebook & Instagram. Posts will also be shared to story.	\$1450.00

Note: Each piece of content will be designed by our marketing team and includes one revision per design. Additional revisions will incur a fee.

Next Steps

If you have any questions or are ready to move forward with one of our advertising packages, please email our Marketing Director, Carly, at ctishler@opswa.com. We look forward to helping you connect with Ontario's PSW community!