

Information for Advertisers 2023



Irish Society of
Chartered
Physiotherapists

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MEDIA ADVERTISING INFORMATION AND RATES

1. Introduction

The Irish Society of Chartered Physiotherapists (ISCP) is the sole professional organisation representing chartered physiotherapists in Ireland.

Advertising gives access to over three thousand physiotherapists across the country.

This document provides information for those wishing to advertise with the ISCP in web-based and/or print media. There are a variety of media options in which advertising can be purchased, such as ezine, newsletters, job listings, calendar of events and conferences. The organisation also has corporate partnership options, some of which include advertising as part of the corporate package.

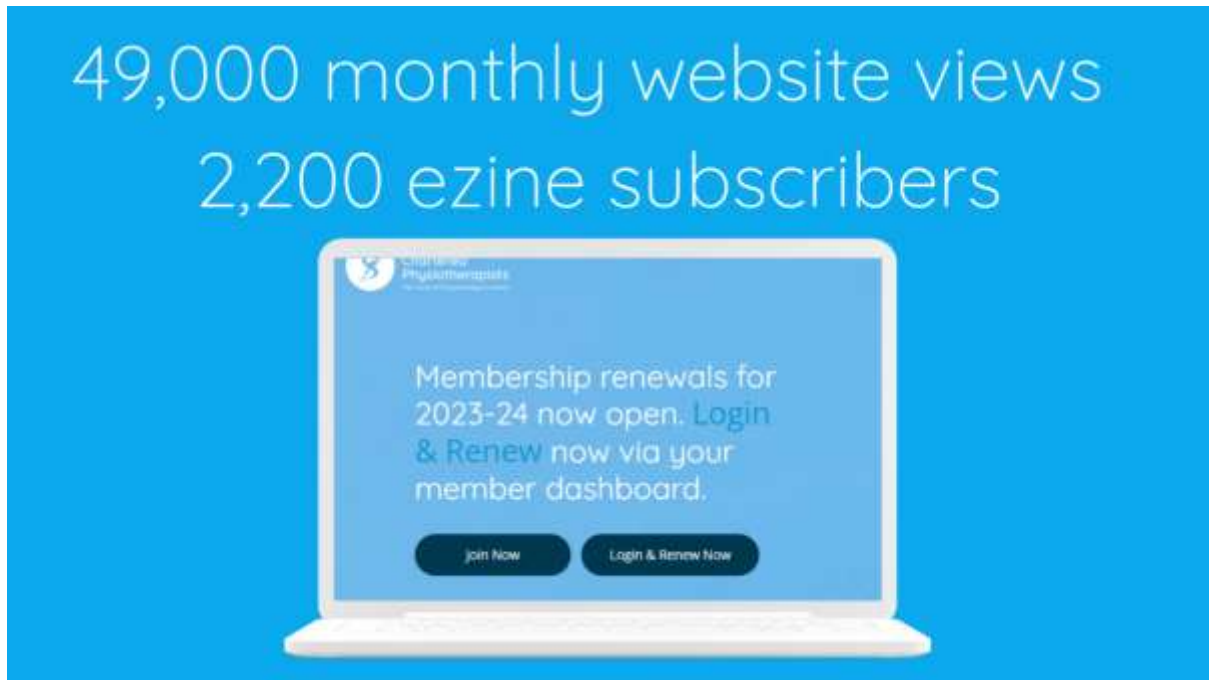
Advertising on the online Calendar of Events and the E-zine is free for courses being run by all internal groups including Clinical Interest, Employment and Niche Groups.

Members are entitled to a 20% discount on advertisements in Firsthand.

If you have any queries or would like more information about advertising with us, email the dedicated address advertising@iscp.ie

2. Online Advertising

The 'Activate' Ezine issues to members each Thursday.
This is an excellent opportunity to reach
2,200+ members on a weekly basis.



3. 'Activate' Ezine

The 'Activate' ezine is the official weekly email newsletter. It features important updates for members.

There are two options depending on whether you provide the graphics.

A ready-to-go advert with graphics supplied by advertiser - €70.00.

An advert where design is required - €100.00 for first ad, €70 thereafter.

Bulk Buy and SAVE!

A year of adverts in the ezine – normal price - 50 weeks x €70 = €3,500

Book for a year of adverts and save €250

50 weeks x @€65per week = €3,250

How to Book:

Email your artwork in high resolution (min 150dpi) Jpeg/png format and the required link for your advert. by

Please include the date/s you would like your advert to be included and we will aim to accommodate depending on space.

Submit before 12noon on Wednesdays, the ezine is usually published on Thursdays

Payment is required before your advert can be placed in the ezine and the deadline for receipt of payment is Wednesday at 12 noon.

Ezine enquiries and adverts can be sent directly to advertising@iscp.ie

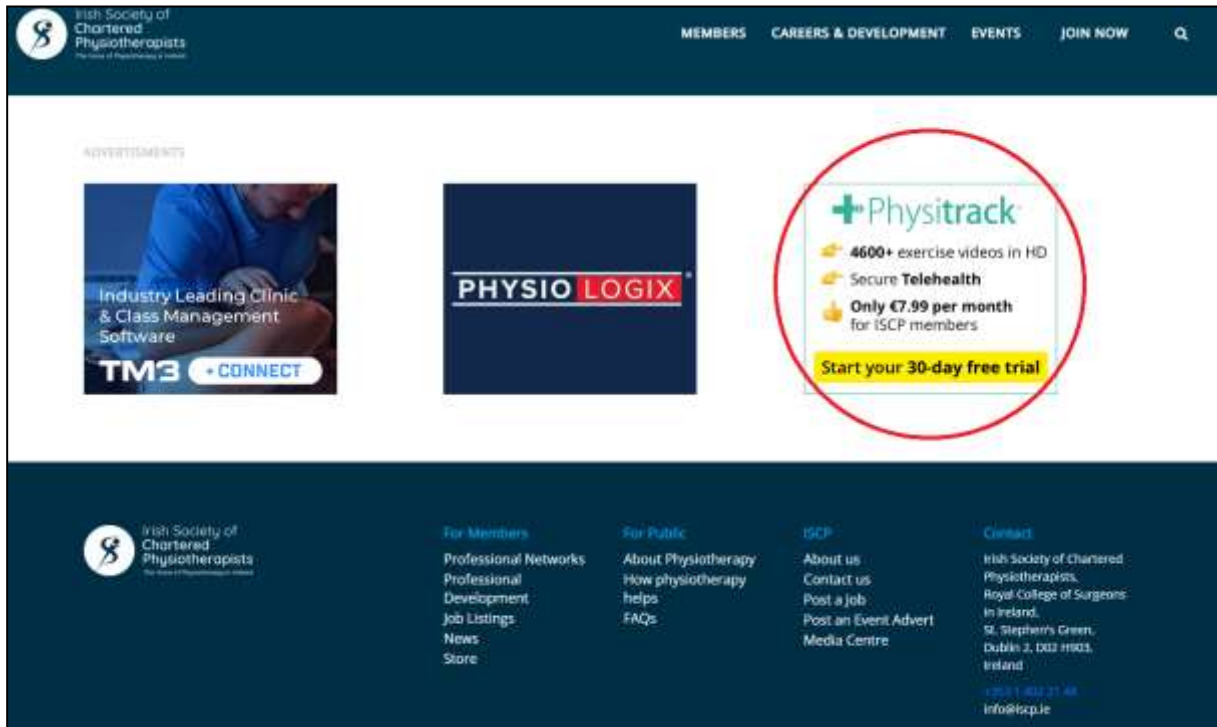


4. Social Media Posts

- The ISCP uses Twitter, Facebook, Instagram and LinkedIn.
- Sponsored posts can be arranged on case-by-case basis at a cost of €50 per post
- Advertisers must supply images in appropriate size for each posting, along with suggested wording
- Please contact advertising@iscp.ie to arrange at least 2 weeks prior to intended posting date

5. Banner Advertising on Website

- The location of Banner advertisements is on the bottom of www.iscp.ie.
- Banner ads can be viewed at the bottom of every page of the site and clicked through to your specified link. See examples below.
- Banner specifications: Dimensions are 300 x 250 pixels in jpeg format.



- The cost is €530. per banner plus €60. upload fee for one year – January to December (pro rata costs will be quoted upon request).
- To place a banner advert please email advertising@iscp.ie
- Don't forget to provide the link that will direct the viewer to further information.
- Payment will be required before the advert can go live on the website and can be made by debit/credit card.

6. Job Listing

External agencies and members can place jobs on the job listings.

- Members can upload a job advertisement to the online Jobs Page - <https://www.iscp.ie/careers>
- Simply click on the following link <https://www.iscp.ie/place-a-job-advert> and fill in the form details to post a job.
- Cost per job listing is €100.
- Payment is required before the job can be listed and can be made online when booking, using a debit or credit card.

Please note:

All adverts are reviewed by the Office as approval is needed before they go live online. Please allow 24 hours for this to take place.

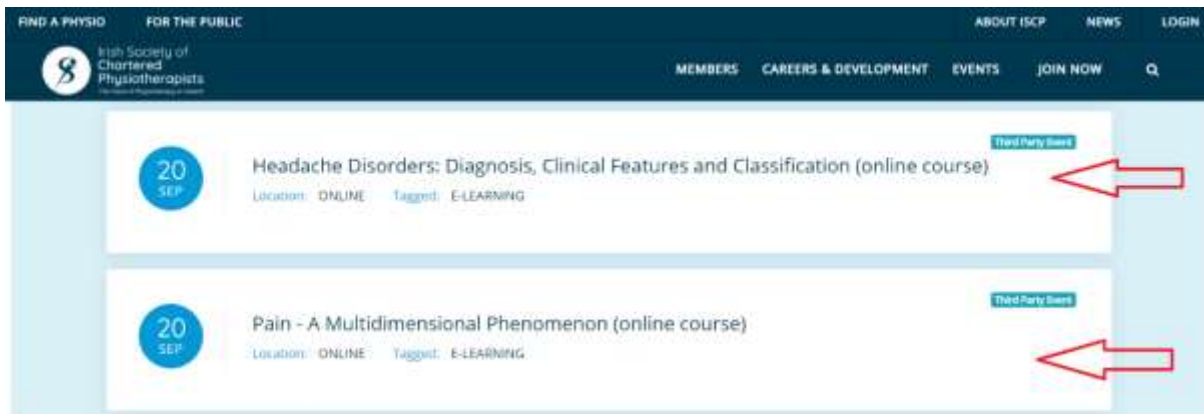
Approval for inclusion in the listings does not imply endorsement.

Helping you in the pursuit of a better career path

Part time Physiotherapist/Pilates Instructor Required Apply Before: 01 Sep 2023 Location: Strandhill Sligo	READ MORE
SENIOR CLINICAL PHYSIOTHERAPIST REQUISITION Apply Before: 19 Jul 2023 Location: Galway	READ MORE
Physiotherapist Apply Before: 21 Aug 2023 Location: Dublin Docklands, Dublin 2	READ MORE
Clinical Specialist Physiotherapist Apply Before: 04 Aug 2023 Location: Ireland	READ MORE

7. Calendar of Events

- The website has a publicly viewable **Calendar of Events** where event organisers can post course details (<https://www.iscp.ie/events>)
- Members can advertise a course on this Calendar of Events **Free of Charge**
- Non-Members can advertise their events on the calendar at a cost of €50.00 per event.
- This listing will be in the following format.
 - *<Organiser Name/Organisation> will host <event name> on <event date> in <venue location> visit <link to event details on ISCP calendar> for full event details.*
- Here is a step-by-step guide on how to add an event or study day:
 1. Visit <https://www.iscp.ie/place-an-event-advert>. (Members need to login to post an event free of charge)
 2. Insert your course/event details in the event form.
 3. Pay the fee (if applicable)



What happens next?

Email notification of your event is automatically sent to the Office where it will be approved by a member of the Professional Development Team. We endeavour to do this as soon as possible but please note that the Office may be busier at certain times of the year. The Society reserves the right not to advertise a course and in such cases fees will be returned.

8. Firsthand Magazine

Firsthand is the Organisation's official magazine. There are two editions per annum: (Spring/Summer and Autumn/Winter). It features articles and reports and covers major events related to the profession. The publication is in both electronic form and in print form (by post). Members choose their preferred distribution option.

Advertising enquiries of any course, study day, job or product in Firsthand can be sent directly to advertising@iscp.ie

FIRSTHAND charges – Diagram of sizes are below.

Full Back Page	€600
Full Page	€415
Half Page	€315
Quarter Page	€210
One-Eighth Page	€125

Firsthand Advertisements Sizes, Measurements and Costs

<p>Size: Full Page</p> <p>62p high x 43p width</p> <p>297mm high x 210mm width</p> <p>10.32" high x 7.25" width</p>	<p>Costs:</p> <p>Special Positioning: Back Page: €600</p> <p>Full Page within Mag: €415</p>	<p>Size: Half Page</p> <p>21p high x 62p width</p> <p>148mm high x 210mm width</p> <p>3.5" high x 10.36" width</p>	<p>Cost: €315</p>
<p>Size: Quarter Page</p> <p>30p high x 21p width</p> <p>148mm high x 105mm width</p> <p>5" high x 3.5" width</p>	<p>Cost: €210</p>	<p>Size: One Eighth Page</p> <p>15p high x 10.5p width</p> <p>74mm high x 105mm width</p> <p>2.5" high x 1.75" width</p>	<p>Cost: €125</p>

2023 Advertising Deadlines

Firsthand Issue	Deadline for Submissions 2023	Publication Date 2023
Spring/Summer	23 rd June	August
Autumn/Winter	11 th November	December/January

Information

- The size of advertisement required should be clearly stated.
- All final artwork submitted should be finished and of high resolution.
- Photographs, logos, etc. should be sent as JPGs or TIFFs.
- All PDF files should be PRESS quality. Material which is not up to printing standard will be returned, or may be re-typed, omitting logos, pictures, etc.
- Advertisements with a closing date that precedes the publication date will not be included.
- Advertisements from outside Ireland can only be accepted with receipt of payment at the time of placing the advertisement.

Print opportunity Firsthand magazine

Circulated to over 3,200 Physiotherapists twice per year



9. Annual Conference

The Annual Conference is a key event in the Society's calendar.

In 2020 the first virtual Conference attracted over 1,200 physiotherapists. There are a range of opportunities to exhibit, sponsor and advertise including associate Sponsor packages, exhibition packages and programme advertisements. The package options available are outlined below.

The 2023 Conference will take place virtually on Friday 13th October

Exhibitor Packages

The conference programme features 5 keynote speakers, discussion panels and two parallel streams. There will be oral and poster presentations available on demand.

There is dedicated time in the programme agenda so that delegates can visit the expo hall and they will be reminded to visit it by session chairs throughout the day. All content will remain available to access for up to two months after the conference.

a. Associate Sponsor

As an Associate Sponsor of the annual conference, we can offer you:

- Pre-recorded video is played at the start and end of the conference on the main stage and at a choice of two parallel sessions.
- Company Logo included on the Conference webpage.
- Company Logo included on all Conference material.
- Company Logo included in the Conference programme.
- 1 Ezine communication to members with link to the story on the website.
- ½ page colour advertisement included in the Conference programme (artwork to be supplied by sponsor).

The cost is € 4,000. plus VAT.

b. Keynote Sponsorship

The keynote sponsorship option offers a combination of promotional opportunities including an expo booth. There are only 5 available.

Coverage includes;

- Pre-recorded video is played on the main stage in advance of a keynote session with logo displayed throughout the keynote session.
- A large expo booth with the following features
<https://attendee.gotowebinar.com/recording/7668318863635832065>
- The exhibitor's logo is included in conference communication to delegates and Abstract booklet.

- Conference offers are included in all communication to delegates in advance of the conference.
- Exhibitors will be acknowledged in the opening and closing addresses.
- The exhibitor's video content will be available to delegates for a 2-month period on the Go To Channel.

The cost is €550. plus VAT.

c. Parallel Session Sponsorship

The parallel sponsorship option offers a combination of promotional opportunities including an expo booth.

- Pre-recorded video is played in advance of the parallel session with your company logo displayed throughout the session
- A large expo booth with the following features
<https://attendee.gotowebinar.com/recording/7668318863635832065>
- The exhibitor's logo is included in the conference communication to delegates and Abstract booklet.
- Conference offers are included in all communication to delegates in advance of the conference.
- Exhibitors will be acknowledged in the opening and closing addresses.
- The exhibitor's video content will be available to delegates for a 2-month period on the ISCP Go To Channel.

The cost is €350. plus VAT.

d. Expo Booth

- The medium expo booth will have the following features
<https://attendee.gotowebinar.com/recording/7668318863635832065>
- The exhibitor's logo is included in the conference communication to delegates and abstract booklet.
- Conference offers are included in communication to delegates in advance of the conference.
- Exhibitors will be acknowledged in opening and closing addresses.

The cost is €250. plus VAT.

For purchase or further enquiries on any of the conference options, please contact hopd@iscp.ie

10. Advertising with Chartered Physiotherapists in Private Practice (CPPP)

EXHIBITOR STANDS AT THE ANNUAL BUSINESS DAY

The CPPP holds an annual Business Conference, which is attended by over 100 private practitioners. It is a one-day conference and is held in a different venue each year.

Exhibition stands are available; the number is limited and depends on the venue size. Companies can display their products and services and meet directly with private practice owners.

Exhibition stands are €500.00 each.

To apply for a stand or find out more information, contact Clare Grimes-Dooley by emailing info@cPPP.ie

The next conference will be held in May 2024 .

11. Corporate Partnership

The organisation also engages in corporate partnership. Some of the options include advertising in the corporate package.

If you are interested in exploring corporate partnership options, contact the CEO for more details marieomir@iscp.ie

12. Terms and Conditions

1. An advertisement is accepted on the understanding that the relationship between the Advertiser and the Publisher is governed by the conditions set out below. Unless specifically approved in writing by the Publisher, the conditions stipulated on an Advertiser's order form or anywhere else shall be void.
2. For the purpose of these conditions, "Advertiser" shall refer to the contractual Principal that is the party responsible for payment of charges arising from the publication of an advertisement. Where appropriate, "advertisement" includes a loose or bound-in insert.
3. The Publisher reserves the right to refuse any advertisement submitted for publication.
4. The Publisher reserves the right to amend advertisement copy where absolutely necessary. If the Publisher considers it necessary to modify the space or alter the date or position of insertion, the Advertiser will have the right to cancel if such arrangements are unacceptable, unless such changes are due to an emergency or circumstances beyond the Publisher's control. Where the advertisement forms part of a series order, the liability of the Advertiser shall be limited to the pro-rata cost of those advertisements already published.
5. In the event of any error, misprint or omission in the printing of an advertisement or part of an advertisement, except where attributable to an act or default by the Advertiser or his agents or where covered by Clause 4 above, the Publisher will either re-insert the advertisement or make an adjustment to the cost. No re-insertion or adjustment will be made where the error, misprint or omission does not materially detract from the advertisement. In no circumstances shall the total liability of the Publisher for any error, misprint or omission exceed the agreed net cost of the advertisement.
6. The Publisher cannot accept liability for any errors due to inaccurate copy instructions. Charges will be made to the Advertiser where the printers are involved in extra production work owing to acts or defaults of the Advertiser or his agents. These charges will be in accordance with the rates current at that date.
7. Advertisement rates are subject to revision at any time and individual orders are accepted on condition that the price binds the Publisher only in respect of the next issue to go to press.
8. The Advertiser, where an agency, may not recharge a client for space at an increased rate, unless with the Publisher's written consent.
9. If written copy instructions are not received by the agreed copy date, no guarantee can be given that proofs will be supplied, or corrections made, and the Publisher reserves the right to repeat the most appropriate copy.
10. All advertisements are accepted and published on the representation by the agency and advertiser that they are authorised to grant the right to publish them and that such publication will not violate any law or infringe upon any right of any person or entity in consideration of the publication of advertisements.
11. Any condition on contracts, orders, or copy instructions, including, without limitation, those involving the placement of advertising within the publication such as page, location, competitive separation, placement facing editorial copy, or requests for editorial mention, shall be treated as a request only. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.
12. The advertiser and agency are jointly and severally liable for the payment of invoices and all other obligations in connection with advertising published hereunder.
13. Invoices are rendered on or about the issue/distribution date and are due thirty days following invoice date.

14. If an Advertiser cancels the balance of a contract, he relinquishes any right to the series discount to which he was previously entitled, and advertisements will be paid for at the appropriate rate.
15. For all publications, at least 14 days' notice prior to publication date is required to stop or suspend a monotone insertion. At least 21 days' notice prior to publication date is required to stop or suspend a colour insertion.
16. Copy must be legal, decent, honest and truthful. Should it become apparent that this is not the case, the Publisher reserves the right to suspend the advertisement, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.
17. The Advertiser will indemnify the Publisher fully in respect of any costs, damages or losses arising directly or indirectly from the publication of an advertisement, where such an advertisement conformed to the copy instructions supplied by the Advertiser. The Publisher will consult with the Advertiser as to the way in which such claims should be handled.
18. The placing of an order by an Advertiser constitutes an assurance that all necessary authority and permission has been secured for the use in the advertisement of a pictorial representation of or of words attributable to a living person.
19. If so required, the Advertiser must disclose the identity of the client and reveal the nature of the product/service to be advertised. In the event of the Advertiser failing to comply with such a request, the Publisher reserves the right to cancel the advertisement, in which case no claim on the part of the Advertiser for damages or breach of contract shall arise.
20. In accepting financial advertisements, the Publisher does so on the understanding that their copy content, authorisation and placing have been processed in accordance with the State's legal requirements.
21. The copyright on artwork/copy contributed to an advertisement by the Publisher shall be vested in the Publisher.
22. The Advertiser's property and artwork, etc are held at his risk and should be insured by him against loss or damage from whatever cause. The Publisher reserves the right to destroy all artwork which has been in his custody for six months from the date of its last appearance.
23. Notwithstanding anything in the above which may provide to the contrary, neither the Publisher nor the Advertiser shall be liable to one another for any loss or damage, consequential or otherwise, caused by or arising out of any Act of State, strike of employees, lock-out, trade dispute, enemy action, rioting, civil commotion, fire, force majeure, Act of God or other similar contingency beyond the control of either party.
24. These conditions and all other express terms of the contract shall be governed and construed in accordance with the Laws of the Republic of Ireland

This document is reviewed annually in December.



Irish Society of
Chartered
Physiotherapists

The Voice of Physiotherapy in Ireland

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