

THE VOICE

2017 MEDIA KIT



ONTARIO
SOCIETY
OF PROFESSIONAL
ENGINEERS

CELEBRATING CANADA 150

CONNECT WITH ONTARIO'S ENGINEERING COMMUNITY

THE VOICE

PARTNER WITH *THE VOICE* AND REACH AN AUDIENCE OF



Educated



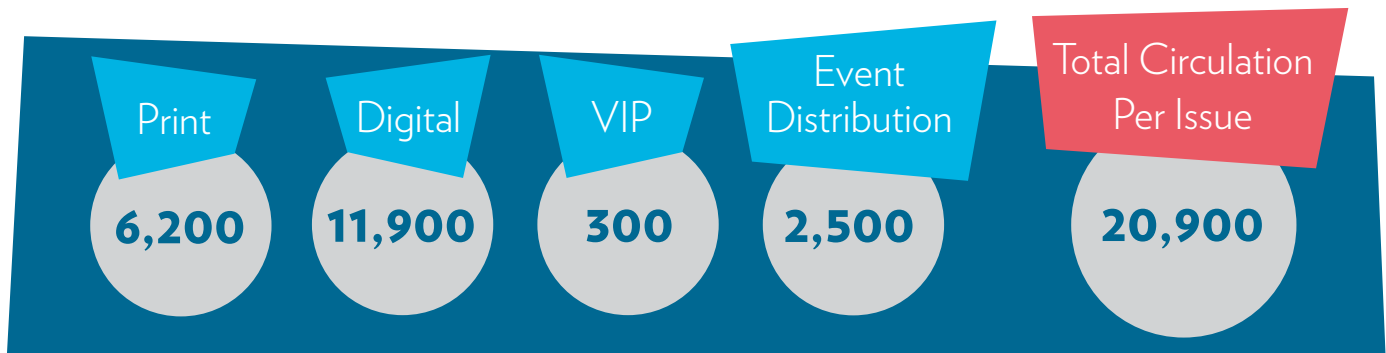
Affluent



Engaged

PROFESSIONALS IN VIRTUALLY EVERY ENGINEERING DISCIPLINE

CIRCULATION Issues: 4



EDITOR'S NOTE

OSPE has been the voice of the engineering profession in Ontario since the year 2000. In addition to sharing the latest news and events from OSPE's advocacy and engagement activities, our quarterly magazine *The Voice* features the exciting engineering projects and innovations in development across the province that are changing and improving the way Ontarians live their daily lives.

By highlighting the important work that the engineering industry, entrepreneurs and students are doing to implement new technology, build our communities and protect the environment, features in *The Voice* have opened doors with government and other interests for funding and partnership opportunities for the organizations and individuals involved.

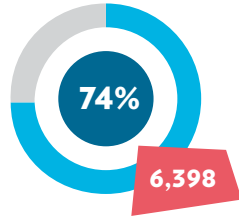
In addition to the print and e-version of *The Voice*, OSPE engages the engineering community and the public at large with interactive content on its Society Notes blog (www.blog.ospe.on.ca). Our timely and engaging editorial and fresh design ensure each blog post and new issue of *The Voice* has the impact its readers and advertisers have come to expect. *The Voice* is a growing publication with so much potential.

Carolyn Skinner
Editor, *The Voice*

THE VOICE IS DELIVERED TO ALL OSPE MEMBERS AND STAKEHOLDERS

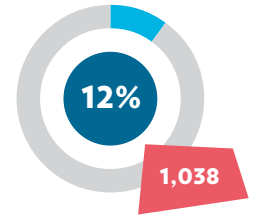
Professional Engineers

P.Eng. licence holders who have made an ethical commitment to protecting public safety



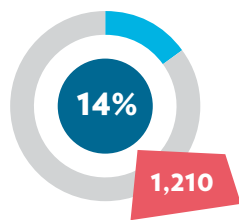
Engineering Graduates

Consultants and senior executives who have a degree in engineering but are not practising



Working Towards P.Eng. Licensure

Newcomers to Canada eager to join the profession



Engineering Students

Engaged future innovators studying across Ontario



Membership Profile

Engineers and Engineering Professionals

– Including professors, consultants and senior executives

Industry Stakeholders

– Including leaders from multinational and Canadian corporations, universities, public sector and government

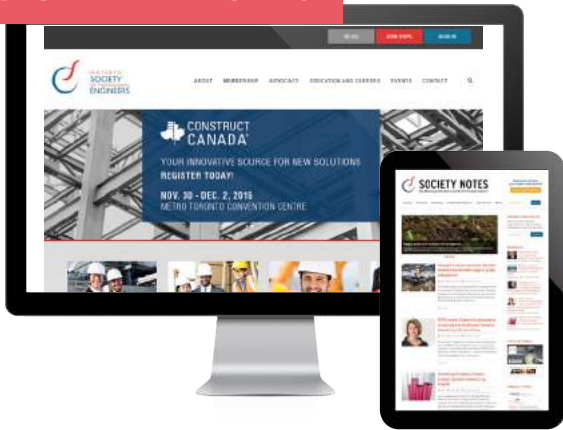
“I wish to commend OSPE and its members for the vital work they do, and for the pivotal role they play in helping to build our modern infrastructure, strengthen our economy, and improve our quality of life. I am also grateful for your commitment to supporting and recognizing excellence in engineering.”

- Kathleen Wynne, Premier of Ontario

ADVERTISING PLATFORMS

TAKE ADVANTAGE OF A VARIETY OF COMMUNICATIONS CHANNELS TO CONNECT WITH ENGINEERS ACROSS ONTARIO

DIGITAL PLATFORMS



Website • ospe.on.ca

OSPE.ON.CA is the official website of the Ontario Society of Professional Engineers. On average, it is viewed 13,000+ times a month by 10,000+ unique visitors.

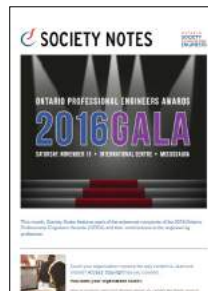
(Source: Google Analytics, Jan. 1 – Dec. 31, 2016).

Society Notes • blog.ospe.on.ca

OSPE's blog Society Notes is a place for Ontario's engineering community and the public to share and discuss current issues that impact the engineering profession. It is viewed 5,000+ times a month by 2,635+ unique visitors.

(Source: Google Analytics, Jan. 1 – Dec. 31, 2016).

E-NEWSLETTERS



Society Notes • Quarterly

Latest news from OSPE and the engineering profession in Ontario with over 3,200+ subscribers.

(Source: MPower Technologies, Jan. 1 – Dec. 31, 2016)



Employer's Edge • Quarterly

Engineering news, events and partnership opportunities with over 4,165+ subscribers.

(Source: MPower Technologies, Jan. 1 – Dec.31, 2016).

PRINT & E-MAGAZINE



The Voice Magazine

OSPE's quarterly magazine The Voice reaches more than 20,000 decision makers and thought leaders across the province. It features the latest engineering projects, innovations and advocacy issues in Ontario, and highlights the expertise and insights of OSPE's members and partners.

GENERAL SPONSORSHIP

THE LEVELS OF SPONSORSHIP AND RELATED BENEFITS

Help OSPE elevate the profile of Ontario's engineering profession and provide valuable professional development and career services to its members by becoming an OSPE general sponsor. The levels of sponsorship and related benefits are as follows:

To learn more about OSPE's sponsorship program options, visit: www.ospe.on.ca/sponsors

	Platinum 2 available only	Gold	Silver	Bronze	Supporting
Cost	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
Recognition on OSPE collateral (print and online)	Prominent logo	Large logo	Medium logo	Small logo	Name only
Rotating presence on OSPE website	Prominent logo	Large logo	Medium logo	Small logo	Name only
Tickets to OSPE's MPP reception in the spring	2	1	1	1	1
Tickets and reception to OSPE events	2	2	1	1	1
Area for corporate display at OSPE events	✓	✓	✓	✗	✗
Podium opportunity to address attendees at events*	✓	✓	✗	✗	✗
Opportunity to provide co-branded premiums	✓	✓	✗	✗	✗
Category exclusivity	✓	✗	✗	✗	✗

* Selected events only

Society Notes & Employer's Edge Dates

Issue	Material Due Date	Distributed	Issue	Material Due Date	Distributed
First Quarter	January 27	February 7	Third Quarter	August 5	August 15
Second Quarter	April 28	May 9	Fourth Quarter	September 29	October 10

Editorial Calendar	Theme	Closing	Material	Release
March	National Engineering Month	Jan 27	Feb 3	Mar 10
June	150 Years of Engineering	Apr 14	Apr 21	Jun 2
September	OSPE's Public Awareness Campaign	Jul 14	Jul 21	Sept 1
December	Engineering Education: Engaging Youth in STEM	Oct 13	Oct 20	Dec 1

CANADA 150

From aerospace and automotive to clean technology, biomedical, mining and robotics, OSPE will promote how engineering innovation plays its part in Ontario's major industries and issues.

To learn more about OSPE's Canada 150 Engagement Plan, visit: www.ospe.on.ca/Canada150

2017 RATES / SPECS

Website (OSPE)

	Rate \$	Duration	Dimensions Pixels (width x height)
Mobile banner	500	2 weeks	50 x 320
Homepage banner	600	2 weeks	229 x 700



Blog (Society News)

	Rate \$	Duration	Dimensions Pixels (width x height)
Box ad	600	2 weeks	250 x 300
Sponsored blog post	750	-	-



E-Newsletter (Society Notes & Employers Edge)

	Rate \$	Word Count	Dimensions Pixels (width x height)
Banner	580	-	150 x 600
Box text ad	500	50	144 x 200
Tile text ad* (+ call to action button)	450	15 body & 2-3 button	140 x 190



* Title text ad option is only available Society Notes

UPLOADING (FILE SPECIFICATIONS)

Print

- Electronic material digital files only. PDF/X-1a files are preferred. Alternative acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Please include all fonts and high-resolution images (300 dpi) in TIFF or EPS format (CMYK only).
- To ensure the accuracy of all advertisements, a full-size colour proof must be provided.

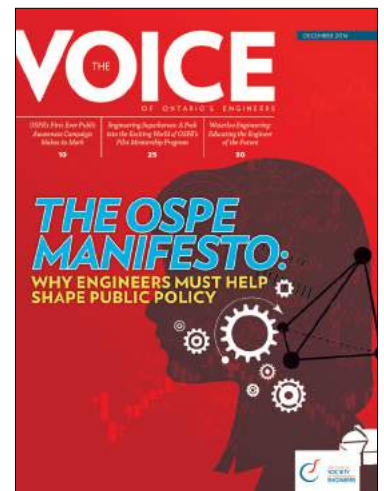
Digital

- Max file size 50kb, RGB, 72 dpi, .jpeg, .png, or .gif. Please include a 1-point stroke border.
- For dedicated e-blasts, please include HTML file.

RATES / SPECS (CONTINUED)

Magazine (The Voice)

4 c	1x	2x	3x	4x	Size
Full page	1,995	1,895	1,800	1,710	8.125 x 10.875 Bleed: 8.375 x 11.125
1/2 island	1,695	1,610	1,530	1,455	4.625 x 7.5
1/2 page	1,495	1,420	1,350	1,285	7.125 x 4.6
1/3 page, vertical	1,295	1,230	1,170	1,110	2.125 x 10
1/3 page, square	1,295	1,230	1,170	1,110	4.625 x 4.875
1/4 page	1,095	1,040	990	940	3.375 x 4.6
DPS	3,390	3,220	3,060	2,905	16.25 x 10.875 Bleed 16.375 x 11.125
IFC	2,200	2,090	1,985	1,885	8.125 x 10.875 Bleed: 8.375 x 11.125
IBC	2,100	1,995	1,895	1,800	8.125 x 10.875 Bleed: 8.375 x 11.125
Marketplace 1/3 Horizontal	750	715	680	645	7.125 x 2.85



UPLOADING (FTP DELIVERY)

- Please include a document with the following information with your uploading material:
 - Please send an email to ftp@dvtail.com for password information for the ftp site
 - Metadata for digital advertising, ad name and description
 - URL for digital advertising
 - Publication month or issue
 - File name
 - Contact name, e-mail and phone number incase files need adjustment and for approval
- Once files have been uploaded, please e-mail chimes@dvtail.com to confirm receipt.



National Advertising Sales

DOVETAIL
COMMUNICATIONS INC.

30 East Beaver Creek Road, Suite 202
Richmond Hill, Ontario L4B 1J2

www.dvtail.com
thevoice_mag@dvtail.com
905 886 6640



ONTARIO
SOCIETY
OF PROFESSIONAL
ENGINEERS

CELEBRATING CANADA 150