Membership Directory **2019 Ad Rates**



This is an exclusive opportunity to reach your target market:

- > Only members of AdvantAge Ontario are able to advertise in the directory
- > Every member organization receives a copy
- > The directory is used year-round by senior staff to make their purchasing decisions

Why advertise in the AdvantAge Ontario Membership Directory?

Your exclusive opportunity to reach decision makers in the healthcare sector

AdvantAge Ontario is the provincial association representing not-for-profit providers of long term care, services and housing for seniors.

Our members serve over **36,000** long term care residents annually and operate over **8,000** seniors' housing units across the province.

Advertising Options

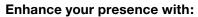
PRINT

Healthcare Accounting Professional Corporation				
Healthcare Accounting				
Jon Irwin, CPA, CMA, President				
210 Hedge Road				
Sutton West, ON L0E 1R0				
Tel: (416) 561-3724				
Email: jon.irwin@hcaccounting.ca				
Website: www.hcaccounting.ca				
The Healthcare Accounting Team has the skills and				
experience that are needed by long-term care homes that operate within Ontario. We can provide your				
organization with the innovative and cost-effective				
accounting support that it deserves. Our engagements				
are structured on a customized basis, allowing us to				
maximize the resources that are available to every				
wonderful client we serve. Contact us before hiring your				
next employee within your finance department: we would				
love to come for a visit!				



Enhance your free company listing with:

- 1. Company logo
- 2. Highlighted listing
- 3. Extended company listing



- > Print display ads > Inserts
- > Tab dividers > Advertorials



ONLINE

Web banner ads > Full member homepage or full member News page

Create a customized advertising bundle today!

Combine both print and online advertising efforts to ensure repeat brand exposure.

Reserve your advertising space today!

BRADY SEGUIN bseguin@dvtail.com 905.707.3526 CARMELINA KARAS ckaras@dvtail.com 905.707.3521

2019 Membership Directory Advertising Rates & Data



Advertising Rates

PRINT

4C		Logo* (1st placement)	\$195	
Full Page	\$1095		·	
1/2 page	\$825	Additional logo placement*	\$95	
Tab Divider	\$1495	(Maximum 3 logo placements)		
IFC/IBC	\$2080	procession,		
OBC	\$2530	Highlighted Listing	\$175	
FP Advertorial	\$1485	Extended Company Listing (Add an additional 250 characters to your		
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Inserts also available

Please contact for details.

product/service description) \$85 * All logos must be eps or vector files

ONLINE www.advantageontario.ca

Average of 2,522 visitors/month • Average of 14,010 page views/month*

Duration	350 x 200
3 months	\$295
6 months	\$585
9 months	\$880
12 months	\$1170

Placement is Full member homepage or full member News page.

Image Format: GIF or JPEG, No Flash or SWV files

* January 2018 – June 2018

Print and online bundle packages available! Call for details.

DIMENSIONS (INCHES)	WIDTH		HEIGHT
4C Tab divider & Full PG ADS – trim	8.375	x	11
4C TAB divider & Full Page Ads – bleed	9.375	x	12
4C TAB divider & Full Page Ads – live area	7.25	x	10
4C Covers – trim	9.75	x	11
4C Covers – bleed	10.75	x	12
4C Covers – live area	7.25	x	10
4C ½ page – trim	7.25	x	4.875
4C ½ page – bleed	8.25	x	5.875
4C ½ page – live area	6.75	x	4.25

Mechanical Requirements

Space closing: September 26, 2018 Material closing: October 3, 2018 Publishing date: January 2019

Electronic Material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include Macintosh format, QuarkXPress 10, InDesign CC2017, Illustrator CC2017 Photoshop CC2017 (or earlier). Include all fonts and highresolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). To ensure the accuracy of all advertisements, a full-size colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.

File Transfer Media: DVD, CD, FTP or email. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to design@dvtail.com

FTP Site: ftp.dvtail.com. Please send an email to ftp@dvtail.com for password information for the AdvantAge Ontario FTP site.

Design Services: Complete design services are available at an additional charge. For details, please contact: Roberta Dick, rdick@dvtail.com or Crystal Himes, chimes@dvtail.com. Ph: 905.886.6640

Terms & Conditions

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include taxes. They will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Production Fee: A production fee of \$50.00 per ad for digital processing and quality control applies to all supplied advertising materials. Inserts must be supplied to Dovetail to confirm production specification prior to acceptance. Rates may vary based on size, weight and production requirements.

Book your advertising space today!

Mail or fax contracts/insertion orders to Dovetail Communications Inc. 30 East Beaver Creek Road, Suite 202, Richmond Hill, ON L4B 1J2 Tel.: 905.886.6640 Fax: 905.886.6615 Email: advantageontario@dvtail.com Website: www.dvtail.com

BRADY SEGUIN

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CARMELINA KARAS ckaras@dvtail.com 905.707.3521

*Please include crop marks for all ads. Bleed, if supplied, must be 1/8 inch beyond the trim.