



Membership Directory 2020 Ad Rates

AdvantAge Ontario

Advancing Senior Care

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, housing, and community services 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



Enhance your free company listing with:

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



Enhance your presence with:

- > 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!

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2020 Membership Directory Advertising Rates & Data

Advertising Rates

PRINT

4C		Logo* (1st placement)	\$205
Full Page	\$1150	Additional logo placement* (Maximum 3 logo placements)	\$100
1/2 page	\$865	Highlighted Listing	\$185
Tab Divider	\$1570	Extended Company Listing (Add an additional 250 characters to your product/service description)	\$90
IFC/IBC	\$2185		
OBC	\$2655		
FP Advertorial	\$1560		

* All logos must be eps or vector files

ONLINE www.advantageontario.ca

Average of 2,737 visitors/month • Average of 12,564 page views/month*

Duration	350 x 200
3 months	\$310
6 months	\$615
9 months	\$925
12 months	\$1230

Placement is Full member homepage or full member News page.

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

* January 2019 – June 2019

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

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

Mechanical Requirements

Space closing: September 27, 2019

Material closing: October 4, 2019

Publishing date: January 2020

Electronic Material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include Macintosh format, QuarkXPress 10, InDesign CC, Illustrator CC Photoshop CC (or earlier). Include all fonts and high-resolution 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](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

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