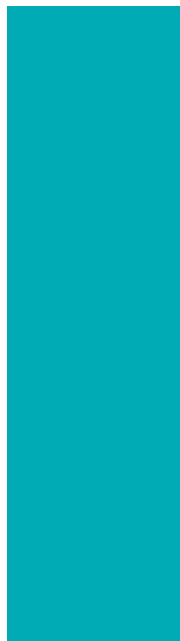
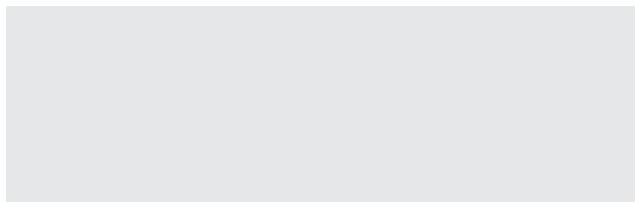


# YOUR ORAL HEALTH.ca™

BROUGHT TO YOU BY THE ONTARIO DENTAL ASSOCIATION



**2020**  
MEDIA KIT

# Raising Oral Health Awareness Across Ontario

READERSHIP



## Circulation

**10,464\*** in dental offices  
+ **19,000** in Today's Parent  
**29,464** Spring issue copies

- **Reach patients in dental offices**, when oral awareness is highest
- **Did you know?** 75% of Canadians visit a dental clinic annually & 86% do so at least once every 2 years\*\*

PUBLISHED BY THE



**We Can Help Your  
Message Stand Out**

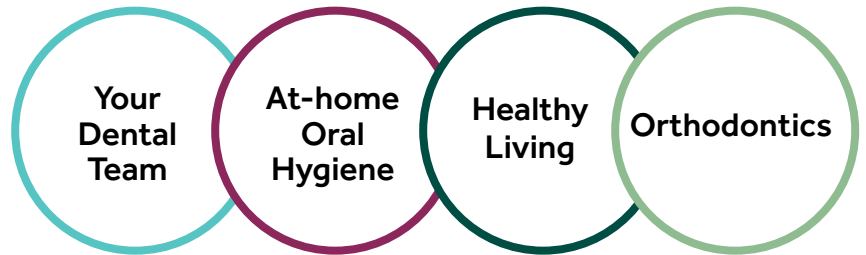
**NEW!**

**SPRING ISSUE  
BONUS  
DISTRIBUTION  
IN**

**Today's  
Parent**

# Relevant and compelling content in every issue

Editorial Approach



## SPRING 2020

Bonus distribution in *Today's Parent* brings your message to

**19,000**  
additional consumers  
across Ontario

excluding newsstand

- The #1 Parenting Magazine Brand in Canada\*
- 67% of readers have children <12
- \$80,470 average household income
- Readers spend an average of \$250+ on groceries per week

Featuring content tailored towards parents

Space Closing: 27-Feb

Material Closing: 27-Feb



## Ask About Our Fall 2020 Issue

Reach consumers in  
dental offices

Space Closing: 26-Aug

EDITORIAL

## Exclusive Reach with Dental Consumers

Connect with an audience invested in their own and their family's oral health

ENGAGEMENT



### Gain Influence

Print magazines rank #1 in reaching influential healthcare consumers\*



### Get Noticed

Health magazines are the third most popular type of magazine among Canadians\*



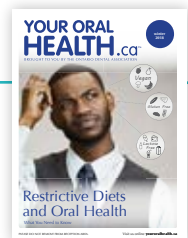
### Drive Action

Magazine advertising drives consumer healthcare actions more than advertising anywhere else\*\*



### New Award!

Our Winter 2018 issue received the Newsletter Honorable Mention (Division I) Award at the *International College of Dentists USA Section 2019 Journalism Awards*



## The dental community loves *Your Oral Health.ca*

"I would like to praise your team and the ODA for *YourOralHealth.ca*. I look forward to each issue and so do my patients. It's the most popular magazine in my waiting room. I can attest to this because it the only one that gets stolen. Currently, we have four different issues of *YourOralHealth.ca* in our waiting room and they are so tattered from being read so much that I kindly request some extra copies."

"What a terrific idea, a magazine that gets people interested in dentistry while they're waiting for their appointment. Up to now, all we've had in waiting rooms are magazines that give people all kinds of ideas about where (else) to spend their money."

— ODA-member dentists

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## Dimensions

	Width		Height
Full Page (Trim)	8.125"	x	10.875"
Full Page (Bleed)	8.375"	x	11.125"
Full Page (Live Area)	7"	x	10"
½ Page H	7"	x	4.6875"
¼ Page	3.375"	x	4.6875"

## Colour Rates

1X: Spring 2020	
Full Page	\$4,995
1/2 Page	3,745
1/4 Page	2,747

## Covers (4-colour only)

1X: Spring 2020	
OBC	\$6,244
IFC/IBC	5,994

### BOOST YOUR IMPACT

With an additional ad in our Fall 2020 issue!  
Ask your Rep for Rates.



## Mechanical Requirements

**Electronic Material:** Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, InDesign CC, Illustrator CC, Photoshop CC, QuarkXPress 10 (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 emailed up to a maximum file size of 10MB. Send to [chimes@dvtail.com](mailto:chimes@dvtail.com).

**FTP Site:** <ftp.dvtail.com>. Please send an email to [ftp@dvtail.com](mailto:ftp@dvtail.com) for password information for the FTP site.

**Design Services:** Complete design services are available at an additional charge.

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## Terms & Conditions

**Agency Commission:** Fifteen percent (15%) of gross to recognized agencies.

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

**Taxes:** Our published rates do not include applicable taxes, which 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.

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