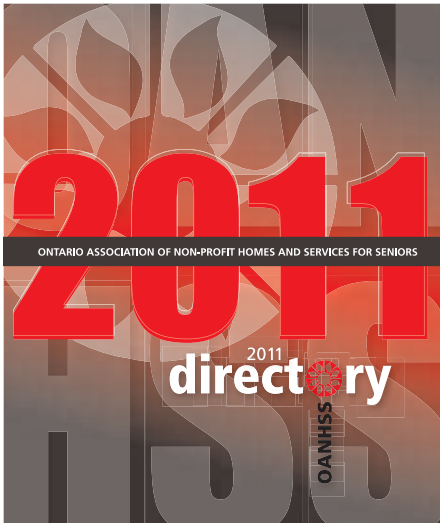




OANHSS

Ontario Association of Non-Profit Homes and Services for Seniors

2012 OANHSS Membership Directory Rate Card



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

Our membership represents over **27,000** beds and over **5,000** seniors' housing units in Ontario.

Why advertise in the OANHSS Membership Directory?

- This is an exclusive opportunity to reach your target market—only members of OANHSS are able to advertise in the directory.
- Every member organization receives a copy of the directory.
- The directory is used year-round by senior staff to make their purchasing decisions.

Enhance your free company listing with:

- Print display ads
- Inserts
- Extended company listing
- Company logo
- Highlighted listing
- Bookmark
- Web banner ad

Connect with your customers. Reserve your advertising space today!

Combine both print and online advertising efforts to ensure repeated exposure to buyers and decision makers. Doubling your effort is the perfect way to keep your brand on the minds of those who make purchasing decisions.

www.oanhss.org



OANHSS 2012 Advertising Rates and Data

Book your advertising space today!

Space closing: December 09, 2011

Material closing: December 16, 2011

Publishing date: February 2012

Advertising Rates

PRINT OPPORTUNITIES

4C		B&W	
Full Page	\$1130	Intro Page	\$985
DPS	\$1915	Full Page	\$845
Section Divider	\$1330	Half Page	\$725
Bookmark (one side)	\$820	Business Card	\$325
IFC/IBC	\$1980	Logo* (1st placement)	\$165
OBC	\$2410	Additional logo placement* (Maximum 3 logo placements)	\$70
Inserts (Advertiser supplied)		Highlighted Listing	\$155
Single sheet (two sides)	\$1130	Extended Company Listing (Add an additional 250 characters to your product/service description)	\$55
4-8 page unit	\$1340 - \$1860		
Tip In	\$1390 - \$1625		

*All logos must be eps or vector files

ONLINE OPPORTUNITIES (www.oanhss.org)

	125 x 150	125 x 300	115 x 96
Duration	Rate	Rate	Rate
3 months	\$465	\$860	\$465*
6 months	\$880	\$1635	\$880*
9 months	\$1250	\$2325	\$1250*
12 months	\$1575	\$2925	\$1575*

Placement is Find a Member section

*Placement is OANHSS homepage or Full Member homepage (including key pages in the full member area of the OANHSS website)

Image Format: GIF or JPEG

Average of **3978** visitors/month • Average of **14,422** page views/month June '10 – Aug '10

PRINT AND ONLINE BUNDLE PACKAGES AVAILABLE. CALL FOR DETAILS.

Dimensions (Inches)	Width		Height
4C TABS/Full Page – live area	7.25	x	10
4C TABS/FULL PAGE – TRIM	8.375	x	11
4C TABS/Full Page – bleed	9.375	x	12
Covers – live area	7.25	x	10
COVERS – TRIM	9.75	x	11
Covers – bleed	10.75	x	12
4C ½ pg – live area	6.75	x	4.25
4C ½ PAGE – TRIM	7.25	x	4.875
4C ½ pg – bleed	8.25	x	5.875
4C bookmark – live	1.625	x	7.375
4C BOOKMARK – TRIM	2	x	8.125
4C bookmark – bleed	2.5	x	8.625
FULL PAGE BW	7.125	x	11
½ PAGE BW	7.125	x	4.875
BUSINESS CARD	3.375	x	2.375

*Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim.

Mechanical Requirements

Electronic Material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (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. Please send an email to ftp@dvtail.com for password information for the OANHSSFTP site.

Design Services: Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@dvtail.com or Joanna Forbes, jforbes@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.

Contact

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: oanhss@dvtail.com Web site: www.dvtail.com

Beth Kukkonen

905.886.6641 ext. 306

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