

Advertise with the Ontario Camps Association and reach your target audience.



GTA Photography Classes

PRINT AD SIZES AND LAYOUTS

Technical Requirements:

- Ad must be sized according to the specifications listed.
- Acceptable file formats: press-ready PDF or 300dpi TIFF/jpg.
- Spot colours/inks will be converted to process colours (CMYK).
- OCA does not accept responsibility for photo or logo reproduction.
- Ads must be submitted electronically to info@ontariocamps.ca.

Ad Guidelines and Placements:

- All ads will be placed in an advertising section in the back.
- OCA reserves the right to refuse an ad that is deemed of unacceptable quality, unsuitable or of incorrect size or format.
- Ads containing registration forms, sponsorship names and/or coupons will not be accepted.



Back Cover

Size: 8.5" (W) x 11"(H)
Bleeds: 0.125"

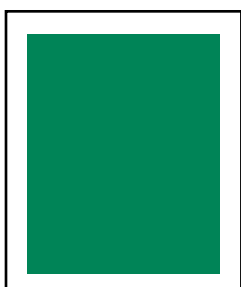
Remove all crop marks, including markings and identifications from artwork.



Inside Back Cover

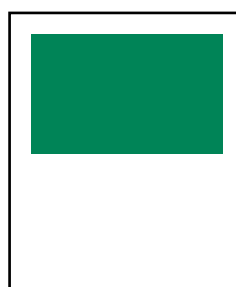
Size: 8.5" (W) x 11"(H)
Bleeds: 0.125"

Remove all crop marks, including markings and identifications from artwork.



Full Page

Size: 7.1258" (W) x 9.625" (H)
No bleeds



Half Page

Horizontal format only
Size: 7.1258" (W) x 4.75" (H)
No bleeds

AD SPECIFICATIONS AND COSTS

OCA Preferred Vendors

Ads are full colour, fees do not include HST

1. OCA Camps Guide

Published: Annually (Jan.)

Submissions Due: Mid-October each year

Rates:

Back Cover Full Page	\$1,300 + HST
Inside Back Cover Full Page	\$900 + HST
Full Page	\$800 + HST
Half Page	\$450 + HST

2. OCA Annual Conference Guide

Published: Annually (Jan.)

Circulation: Over 800 members

Submissions Due: Mid-October each year

Rates:

Back Cover Full Page	\$600 + HST
Inside Back Cover Full Page	\$450 + HST
Full Page	\$400 + HST
Half Page	\$250 + HST

3. eNewsletter

Published: Quarterly (Jan., Mar., June and Sept.)

Circulation: 1,400 individuals, camps and preferred vendors

Submissions Due: Jan. 1; Mar. 1; June 1; Sept. 1

Rates:

Top banner with hyperlink (x4)	\$400 + HST
Bottom banner with hyperlink (x4)	\$325 + HST
Advertisement with hyperlink (x1)	\$100 + HST
Event listing (x1)	\$75 + HST
Educational article	No charge
Charitable event	No charge

4. OCA Weekly

Published: Weekly (every Thurs.)

Circulation: 800 individuals, camps and preferred vendors

Submissions Due: One week prior (Thurs.)

Rates:

Banner with hyperlink (x1)	\$100 + HST
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OCA Weekly & eNewsletter Specifications:

Acceptable file format: 600px (W) x 100px (H) .jpeg



Toronto Zoo: Zoo Camps

OCA CONFERENCE SPONSORSHIP OPPORTUNITIES

OCA Connects - 2019 OCA Annual Conference

Dates: Jan. 23, 24 and 25, 2019

1. Final Banquet Sponsor \$5,000

Date: Jan. 25, 2019

A premier event of the conference with entertainment provided by [Choir! Choir! Choir!](#)

*Sponsorship includes, but is not limited to:

- Gold level conference signage
- Full page Ad in conference program book
- Opportunity to introduce Choir! Choir! Chor!
- Preferential booth placement

3. Delegate Registration Bags \$2,500

Date: Jan. 23, 24 and 25, 2019

Each delegate will receive a conference registration bag with your company logo on it!

*Sponsorship includes, but is not limited to:

- Silver level conference signage
- Half page Ad in conference program book
- Company logo displayed on registration bags
- Preferential booth placement

5. Conference Opening \$1,500

Date: Jan. 23, 2019

The official kick off ceremony with entertainment provided by the [Drum Café](#).

*Sponsorship includes, but is not limited to:

- Bronze level conference signage
- Quarter page Ad in conference program book
- Opportunity to introduce Drum Café
- Preferential booth placement

2. Innovations Evening \$2,500

Date: Jan. 23, 2019

An exciting **NEW** initiative for 2019! Think “Dragon’s Den” brought to camp. Camps will pitch new programming ideas to the esteemed panel (and crowd) and one winner receives the grand prize (\$2,500-5,000) to implement their idea at camp.

*Sponsorship includes, but is not limited to:

- Silver level conference signage
- Half page Ad in the conference program book
- Opportunity to introduce the evening
- Preferential booth placement

4. Casino Night Sponsor \$1,500

Date: Jan. 24, 2019

Poker, black jack, roulette... a conference favourite!

*Sponsorship includes, but is not limited to:

- Bronze level conference signage
- Quarter page Ad in conference program book
- Sponsorship recognition ribbons
- Preferential booth placement

6. Keynote (Friday Lunch) \$1,500

Date: Jan. 25, 2019

A keynote presentation by [Unstoppable Tracy](#).

*Sponsorship includes, but is not limited to:

- Bronze level conference signage
- Quarter page Ad in conference program book
- Opportunity to introduce Unstoppable Tracy
- Preferential booth placement

***View the [2019 Conference Sponsorship Opportunities](#) document for full details.**

AD AGREEMENT FORM

Organization Name: _____

Contact Person: _____ Email: _____

Telephone Number(s): _____

Advertisement Type: Please check all that apply.

1. OCA Camps Guide

Back Cover Full Page		\$1,300 + HST = \$1,469.00
Inside Back Cover Full Page		\$900 + HST = \$1,017.00
Full Page		\$800 + HST = \$904.00
Half Page		\$450 + HST = \$508.50
Create artwork for us	New artwork submitted	Existing artwork as is

2. OCA Annual Conference Guide

Back Cover Full Page		\$600 + HST = \$678.00
Inside Back Cover Full Page		\$450 + HST = \$508.50
Full Page		\$400 + HST = \$452.00
Half Page		\$250 + HST = \$282.50
Create artwork for us	New artwork submitted	Existing artwork as is

3. eNewsletter

Top banner with hyperlink (x4)		\$400 + HST = \$452.00
Bottom banner with hyperlink (x4)		\$325 + HST = \$367.25
Advertisement with hyperlink (x1)		\$100 + HST = \$113.00
Event listing (x1)		\$75 + HST = \$84.75
Educational article		No charge
Charitable event		No charge
Create artwork for us	New artwork submitted	Existing artwork as is

4. OCA Weekly

Banner with hyperlink (x1)		\$100 + HST = \$113.00
Create artwork for us	New artwork submitted	Existing artwork as is

OCA Conference Sponsorship Opportunities:

Final Banquet Sponsor	\$5,000
Innovations Evening	\$2,500
Delegate Registration Bags	\$2,500
Casino Night Sponsor	\$1,500
Conference Opening	\$1,500
Keynote (Friday Lunch)	\$1,500

PAYMENT INFORMATION:

Visa

MasterCard

Cheque

Card Number: _____ Expiry Date: _____ CVV: _____

Billing Address: _____

City: _____ Province: _____ Postal Code: _____

*Cheques must be made payable to the Ontario Camps Association and mailed to 70 Martin Ross Ave. Toronto, ON M3J 2L4.