

OCA ADVERTISING OPPORTUNITIES

A scenic photograph of a lake at sunset. The sky is a mix of orange, yellow, and blue, with the sun low on the horizon. The water reflects the colors of the sky. In the foreground, several people are sitting on the grassy shore, some looking towards the water. A large tree trunk is visible on the right side of the frame. The overall atmosphere is peaceful and natural.

OUR PUBLICATIONS

OCA CAMPS GUIDE

About: The OCA Camps Guide is an annual publication that shares information about all of our Accredited Camps to the general public, both electronically and in print.

Published : January

Submissions Due :October 15, 2019

RATES

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

OCA ENEWSLETTER

About: The OCA eNewsletter is published twice a year in March and October, and has an average open rate of 70% among 800 recipients, soon to be 2000.

Published : Twice a year

Submissions Due: February 2 for the March edition, September 28 for the October Edition

RATES

Feature Page - Provide us with an adverticle/ aditorial* written by you - max 250 words and/or an image. Includes hyperlinks.	\$750 + HST
Banner on one page with hyperlink	\$400 + HST
Event Listing	\$75 + HST
Educational Article or Charitable Event	No Charge

*Subject to Approval by the OCA

OCA WEEKLY

About: The OCA Weekly is a weekly newsletter that goes out to Camps, Vendors, Individual Members and Affiliates. It has an average open rate of 70% for an audience currently at 800 recipients, and soon to be 2000.

RATES

Published : Weekly

Submissions Due : The Thursday prior

Footer Banner	\$100 + HST
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PRINT AND WEB PUBLICATION GUIDELINES

TECHNICAL REQUIREMENTS

- Ad must be sized according to the specifications listed
- Acceptable formats: press-ready PDF or highest possible resolution (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 alex@ontariocamps.ca

ADDITIONAL INFORMATION

- 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.
- Print ads will be placed in the advertisement section of print materials unless otherwise indicated

PRINT AD SIZES AND LAYOUTS

FULL PAGE COVER: INSIDE FRONT/BACK, OUTSIDE FRONT/BACK

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

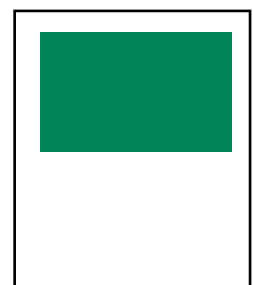
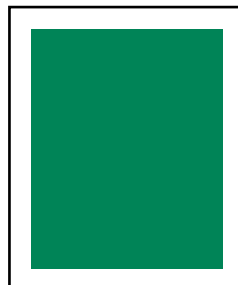
FULL PAGE

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

Please remove all crop marks, including markings, watermarks, and identifications from artwork.



OCA AD AGREEMENT FORM

Organization Name: _____

Contact Person: _____ Email: _____

Telephone Number(s): _____

PLEASE CHECK ALL THAT APPLY:

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OCA WEEKLY

Footer Banner	\$100 + HST
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PAYMENT INFORMATION

Credit card e-Transfer Direct Deposit

Card Number: _____ Expiry Date: _____ CVV: _____

Billing Address: _____

City: _____ Province: _____ Postal Code: _____

*We accept Visa and Mastercard (no AMEX)