FOCUS

for Ontario Dental Hygienists

RATE CARD

Published by the Ontario Dental Hygienists' Association as an exclusive member benefit

The ODHA *FOCUS* Digital Publication

FOCUS is produced four times a year - January, April, July and November. It is accessed by over 8,000 ODHA members and educators in **Ontario**.

FOCUS contains articles that engage and inform readers about events, trends and issues in the workplace and in the profession of dental hygiene.

Description:

- 7-10 pages full colour
- Advertisements with clickable links

What we know about readers:

80% – Overall satisfaction rating
94% – Always or sometimes read the ads
43% – Contact advertisers for information

Recent FOCUS issues:

- July issue 2026
- January issue 2026
- October issue 2025

ADVERTISING RATES

AD SIZE	1 ISSUE	3 OR MORE ISSUES PER YEAR
Full Page	$850	$800 per issue
1/2 Page	$550	$450 per issue
1/4 Page	$350	$300 per issue

Discount for Non-Profits: An extra **10%** off all advertising rates.

NOTE:
- All prices quoted are net rates.
- Add applicable taxes to all rates.
- Net 30 days.

CLOSING DATES

ISSUE	AD BOOKING DEADLINE	AD MATERIALS DUE	RELEASE DATE
January	December 1	January 10	January 31
April	March 1	April 10	April 30
July	June 1	June 25	July 19
November	October 1	October 20	November 8

ADVERTISING SIZES (Must be supplied in correct size)

Image Trim Size ..... 8.5" x 11"
Image Size (full bleed) ..... 9" x 11.50"
1/2 Page Horizontal ..... 7.5" x 5"
1/4 Page Vertical ..... 3.75" x 5"

MECHANICAL REQUIREMENTS

All ads for *FOCUS* must be submitted in digital format.

Formats accepted
- PSD, INDD, AI or EPS file
- PDF, PNG or JPG file (minimum resolution: 150 dpi)

ADS

File size must not exceed 20 MB. All ads must be pre-approved by ODHA for content and size.

DELIVERY OF ADS

Please send ads to ODHA at lgao@odha.on.ca.
For additional information, email or call 905-681-8883, toll-free 1-800-315-6342, ext. 226.

Send all production material to: lgao@odha.on.ca

Lan Gao
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