

2023 RATE CARD

FOCUS

for Ontario Dental Hygienists

Published by the Ontario Dental Hygienists' Association as a member benefit

The ODHA FOCUS Digital Publication

FOCUS is produced five times a year - January, March, July, September and November - and 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:

- 6-7 pages full colour
- Featured ads with links

What we know about readers:

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

ADVERTISING RATES

RATES	1 ISSUE	3 OR MORE ISSUES PER YEAR
Full Page	\$750	\$600
1/2 Page	\$500	\$400
1/4 Page	\$300	\$250

DISCOUNT FOR NON-PROFITS: An extra 10% off all ads

NOTE:

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

CLOSING DATES

ISSUE	AD CLOSE	FINAL AD DUE	ONLINE DATE
January	Nov 1	Jan 10	Jan 30
March	Feb 1	Mar 10	Mar 30
July	May 1	Jun 20	Jul 14
September	Aug 2	Sept 10	Sept 30
November	Oct 2	Nov 10	Nov 30

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 (resolution minimum 150 dpi)

ADS

Size must not exceed 20MB. 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, e-mail or call 905-681-8883, toll-free 1-800-315-6342, ext.226.

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

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