

## 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* plays a vital role as one of the key communication channels for all ODHA members. It provides valuable updates on the Association's activities, insightful articles on the latest research relevant to the dental hygiene profession, and professional development resources exclusively curated for our members. It also includes noteworthy information for dental hygiene students. And more!

### 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
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](mailto:lgao@odha.on.ca).

For additional information, e-mail or call 905-681-8883, toll-free 1-800-315-6342, ext.226.

A brief performance report of your ad will be available in 4-6 weeks after the advertising ends.

Send all production material to: [lgao@odha.on.ca](mailto:lgao@odha.on.ca)

Lan Gao  
Communications Coordinator, Editor

Ontario Dental Hygienists' Association  
108-3425 Harvester Road, Burlington, ON L7N 3N1  
T: 905-681-8883 Toll-free: 1-800-315-ODHA (6342)