

THE PULSE

OAND MEDIA KIT - 2012

published in December 2011

OAND advertising is received by all facets of Ontario's Naturopathic profession, from students to registered practitioners and cutting-edge researchers.

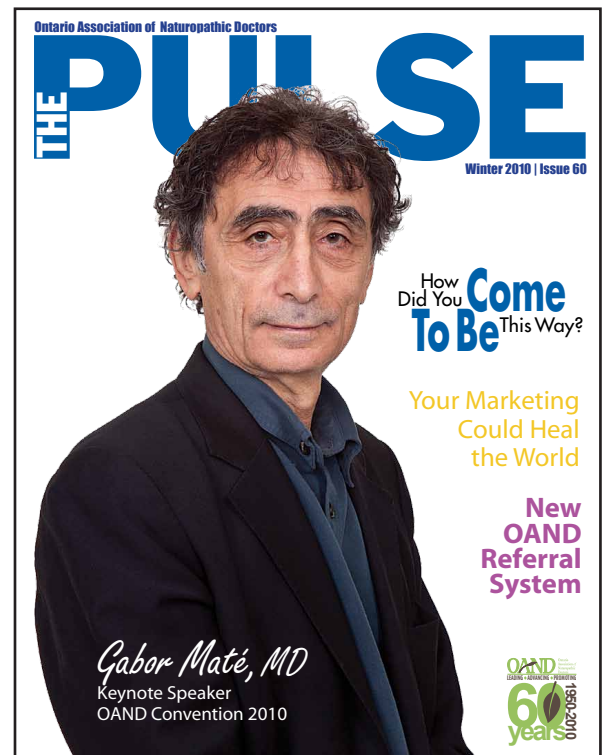
Print and email* advertising opportunities allow you to reach OAND members who:

- are key decision-makers in servicing their practices
 - influence purchases of consumer goods
- *email advertising is currently restricted to our Corporate Members

the PULSE Editorial Guidelines

the PULSE is the professional newsletter of the Ontario Association of Naturopathic Doctors. Published by the Ontario Association of Naturopathic Doctors (OAND), the PULSE is a quarterly publication guided by the OANDs mandate to provide content that informs Naturopathic Doctors daily practice, lifelong learning and career development.

To submit an article for review please email the editor, Ronda Parkes, ronda@oand.org. Articles will be reviewed for clarity, interest and length. Articles that have an advertorial slant or that fail to meet the editorial standards of the publication in other respects will not be printed.



Winter 2011 Issue - How Did you Come to be this Way?

2011 PUBLICATION DATES

Booking & Artwork Deadlines

ISSUE	BOOK BY	PUBLISH DATE
Spring 2012	February 10	March
Summer 2012	April 2	May
Fall 2012	July 6	August
Winter 2012	October 1	December

Insert & Classified Deadlines

ISSUE	ARRIVE BY	PUBLISH DATE
Spring 2012	March 5	March
Summer 2012	May 7	May
Fall 2012	August 6	August
Winter 2012	October 15	December

Got Questions?

Call or email, 416-233-2001 ext. 222, advertise@oand.org to find out more about how to reach our members successfully.

the *PULSE* Rate Sheet

Colour Ad Rates*

Frequency	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
Outside Back Cover	\$1540	\$1463	\$1386	\$1232
Inside Front/Back Cover	\$1320	\$1254	\$1188	\$1056
Full page	\$990	\$940	\$891	\$792
1/2 page	\$605	\$578	\$545	\$484
1/3 page	\$550	\$523	\$495	\$440
1/4 page	\$412	\$385	\$369	\$330

*Colour ads are 4 colour process (CMKY), spot colours are not available.

B/W Ad Rates

Frequency	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
Full page	\$880	\$836	\$792	\$704
1/2 page	\$495	\$473	\$445	\$396
1/3 page	\$440	\$418	\$396	\$352
1/4 page	\$358	\$341	\$330	\$286

Inserts

Inserts are \$700 + HST per page (8 1/2 "x 11") regular paper stock, quantity required is 800. Multiple page inserts will be charged \$200/additional page. Inserts can be shipped directly to:

Welch & Quest Ltd.
Attn: Steve Whelpton (*the PULSE*)
303 Bering Avenue
Toronto, Ontario
M8Z 3A5
Phone 647-340-3311

Inserts are to arrive on the ARRIVE BY date unless alternate arrangements have been pre-arranged. Please call the OAND to verify number of inserts required for each issue.

Classifieds

Classifieds are \$1/word + HST (max. of 50 words). Please attach a hard copy of listing to the order form. We will confirm word count and copy by email.

**INCREASE YOUR ADVERTISING BUYING POWER, BECOME AN OAND CORPORATE MEMBER
- contact Ronda Parkes, Director of Marketing 416-233-2001 EXT. 228**

the PULSE Contract and Order Form

Company Name: _____ Corporate Member Level: _____

Contact Person: _____ Email: _____

Address: _____ Prov./State: _____

Phone: _____ Fax: _____

PRINTED ADS

- Outside Back Cover (colour only)
- Inside Cover (colour only) Front Back
- Full page Colour Blk. & White
- 1/2 page Colour Blk. & White Vertical Horizontal
- 1/4 page Colour Blk. & White Vertical Horizontal
- 1/3 page Colour Blk. & White

Issue Placement:

- Spring 2012 Summer 2012 Fall 2012 Winter 2012
- Spring 2013 Summer 2013 Fall 2013 Winter 2013

INSERTS

- Spring 2012 Summer 2012 Fall 2012 Winter 2012

CLASSIFIED LISTING

- Spring 2012 Summer 2012 Fall 2012 Winter 2012

Email or Fax classified ads to advertise@oand.org, **Fax 416-233-2924**

PLEASE RETURN THIS FORM WITH PAYMENT TO THE OAND OFFICE:

789 Don Mills Road, Ste 603, Toronto, ON M3C 1T5 (Tel) 416-233-2001 (Fax) 416-233-2924

Please indicate your method of payment Visa MasterCard Cheque (made payable to the OAND)

Card Number: _____ Expiry Date: _____

Name on Card: _____

Signature: _____ Date: _____

AGREEMENT:

I, the undersigned, agree to adhere to the terms shown in this contract. I understand that payment is to be made in full by the designated deadline dates in order that my space in the magazine be confirmed. Otherwise publication of my ad is not guaranteed. If I should withdraw my advertising prior to the completion of the contract, then the price per issue of the ad will revert back to the 1X rate, and the appropriate charges will apply. I further understand that a service charge of \$30 will apply for any NSF cheques.

Date _____ Signature _____

Advertising Technical Specifications

Advertisement Dimensions:

Cover and Full page with bleed:

- Trim size: 8.5" w x 11" h
- Type Safety: 0.5"
- Bleed add: 0.125" on all sides

Full Page Ad - no bleed

- Size: 7.5" w x 10" h
- No bleed

Half Page Ad - Vertical

- Size: 3.667" (3 2/3") w x 10" h
- No bleed

Half Page Ad - Horizontal

- Size: 7.5" w x 4.9" h
- No bleed

Third Page Ad - Vertical

- Size: 2.4" w x 10" h
- No bleed

Quarter Page Ad - Vertical

- Size: 3.667" (3 2/3") w x 4.9" h
- No bleed

Quarter Page Ad - Horizontal

- Size: 7.5" w x 2.4" h
- No bleed

File Adjustment/Repair

- Ads not provided as PDFs should be accompanied with a colour print or PDF as proof of intended appearance.
- Publisher not responsible for reproduction of colour advertisements unless valid colour proof is supplied.
- The advertiser will be given the option of repairing their own files when required. Advertising material requiring adjustment or repair will be billed separately, and individually quoted as required.

Ad File Specifications:

PDF Requirements– Preferred Format

We strongly recommend all ad files to be PDF/X-1a:2001 compliant. All scanned images must be high-resolution (300 dpi), CMYK (no spot colours, RGB, LAB, or ICC colour profiles), and saved in TIFF, PSD or JPG format. All fonts must be included and be Postscript or OpenType (no TrueType).

File to contain only one page or one spread. All required trapping should be done prior to creating the file. Crop marks are only required for ads that bleed (run off the page).

Other Acceptable Formats

Adobe Creative Suite Files (CS4 or earlier)

We can accept InDesign, Photoshop and Illustrator files. However, all fonts and linked illustrations and images must be provided (use the "Package File" option in InDesign, which will collect all the required files into one folder). Fonts may be outlined or embedded if your software permits.

Image files must be 270 to 300 dpi at final size, preferably in CMYK colour mode.

Ads composed in Photoshop must be minimum 300 dpi.

Photographs

- Should be submitted full size at resolution 300 ppi
- Minimum resolution 270 ppi at publishing size (final dimensions on page)
- Photos that have been set up for internet use will be too low in resolution for print

Unacceptable formats

We do not accept advertisement art files in the following formats under any condition:

- Microsoft Publisher
- CorelDraw
- Any word processing software
- Any presentation software such as PowerPoint

File Upload

You can upload files for free through Send Space at www.sendspace.com.

Send all artwork to marketing@oand.org