



2020

CORPORATE PARTNERSHIP PROGRAM

Your Investment in OAND and our Investment in YOU!

Corporate Partnership Overview: The goal of the 2020 OAND Corporate Partnership Program is to connect our corporate partners with our professional members and our student affiliates in order to promote excellence in Naturopathic Medicine. Corporate partnership is your *investment* in NDs and in the promotion of naturopathic medicine in Ontario. Join us and help us strengthen our COMMUNITY.

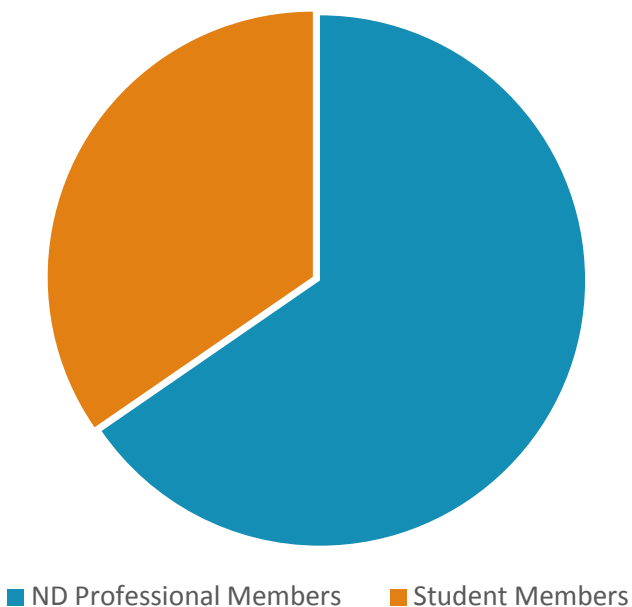
Your financial support is vital in helping the OAND continue to deliver quality education, business opportunities and advocacy for NDs in the province.



VISIBILITY • CONNECTION • REWARDS

TAKE A LOOK AT SOME OF OUR NUMBERS

OAND Membership



Distribution List = 1500

E-Connect Emails:

58.6% Open Rate; 11.5% click rate

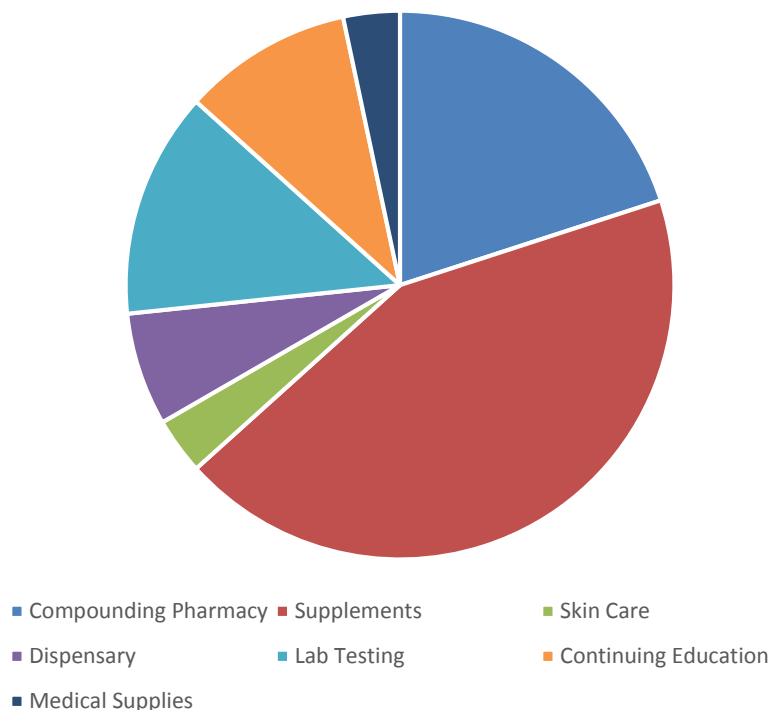
Dedicated E-Blasts:

41% Open Rate; 3% click rate

Twitter:

50.6K Followers

Product/Services of our Partners



Facebook:

- Private Facebook group holds 525 OAND members
- 73% are actively engaged in the group with 4-24 posts a day
- Public Facebook group with 3827 Follows and 3157 Likes

Website Traffic:

- In the past year, OAND.org has received 113,019 visits to the site with 191,569 page views
- Average duration on page was 00:01:15
- Most popular age groups to our site:
 - o 18-24 years is 27.5%
 - o 25-34 years is 33.5%

STILL THINKING ABOUT IT?

Who we are:

The Ontario Association of Naturopathic Doctors (OAND) is the professional association representing Naturopathic Doctors (NDs) in Ontario.

The OAND has over 1500 members and represents 80% of practicing NDs in Ontario.

As the voice and resource of NDs in Ontario, the OAND provides continuing education, business support, represents and advocates for OAND members, promotes Ontarians' understanding of naturopathic medicine and the health benefits of seeing one, and be a resource hub.

We **represent**, **promote**, and **inspire**. We ARE the ND community!

What is the Corporate Partnership Program:

The OAND hosts a Corporate Partnership Program that provides an opportunity for our affiliated business partners to be a part of the OAND. Becoming a Corporate member increases the visibility of our business partners with NDs because they are viewed as supporters of the profession as they actively participate and invest in OAND initiatives.

Why Join the OAND Corporate Partnership Program.

- Support the profession
- Enhance member knowledge
- Achieve discounts
- Get exclusivity
- Receive recognition
- Gain access to members

The Corporate Partnership program bridges Corporate and Professional members to promote excellence in naturopathic medicine.

Corporate Benefits...

What can you expect?



OAND SPRING CONFERENCE AND AGM

Corporate Partners gain exclusive access to our Spring Conference. The NDs that attend this event are the most engaged and influential in the profession. Attendance at this event ranges from 150-200 NDs. Only Corporate Partners can access booth space and sponsorship opportunities.

SPONSORED PRODUCT WEBINARS

As a corporate partner you can sponsor a 45min – 1hr product webinar hosted as “lunchtime learning” by the OAND about your product or service. OAND will market and promote the event to members.

**There is an additional fee of \$800 for this opportunity. OAND will provide attendee emails post event*

PULSE ADVERTISING

The OAND magazine, the PULSE, is a quarterly publication for professional and student members of the OAND. Valued and read by our members, the PULSE includes communication on all OAND programs including government affairs and continuing education, current issues, clinical articles, event listings and much more.

- **Corporate Partners receive reduced rates** on PULSE display ads.
- All **Corporate Partners receive a FREE subscription** to the OAND PULSE.

****Please see our Media Kit for more information and to book your ad!*

E-CONNECT ADVERTISING

eConnect is the OAND's monthly newsletter. With a circulation of over 1500, it is an invaluable communication tool for the association. Advertising in our newsletter keeps your products and services top of mind with our members.

****Please see our Media Kit for more information and to book your ad!*

E-BLAST

Only corporate partners get access to sending out emails directly to our entire member database. You provide the content, we send it out to 1500 members. There are no limitations to what you provide in this e-blast.

**There is an additional fee of \$300 for this opportunity*

EDUCATION SESSION SPONSOR

The OAND receives an overwhelming number of sponsored education proposals for convention, spring conference and our webinar offerings. **Only Corporate Partners can sponsor an educational webinar.**

EXCLUSIVE EVENTS

Jump out of your comfort zone and sponsor an exclusive event with the OAND. Whether this is at your company space for an educational talk, or a yoga studio for a fun relaxing evening, the choice is yours!

Corporate Benefits...

Something New to Consider



Interested in being more involved? 2020 is a year of community for the OAND and there is no bigger community than the one we share with the Naturopathic Medicine Industry. Bringing together health care practitioners with health care suppliers, producers and retailers only gives us a stronger voice, a unified voice. We have opened our doors and created new partnership opportunities for our corporate partners with unique and EXCLUSIVE benefits. Take a look...

STUDENT CHAMPION

One of our greatest strength is the relationship we continue to foster with ND students. By providing student members with FREE membership and access to ALL member benefits at no cost, inviting them to participate in unique OAND programs such as our Work Exchange program, we continue to demonstrate our commitment to making great NM students into great NM practitioners. With your help we can do more! As an OAND Student Champion, you will join us in providing students with the tools and resources needed to succeed. This includes the creation and participation in a student Study Group – bringing students together with OAND practicing NDs to help prepare them for their entrance exams and for what they can expect when they graduate. Having that insight and the opportunity to “pick the brain” of someone who’s been through it is priceless. Our Student Champion will also provide students with a survival kit. This can include products, tools and information to support them in their final school days.

The OAND Student Champion will receive name recognition, signage at the study group, promotion throughout the year, continued exposure on all our social media platforms including email marketing and website exposure. The partner will also provide the items for the survival kit allowing for product placement.

Financial Commitment: Please contact Stephanie at slazzarini@oand.org

OAND ND AWARDS

As the professional association for NDs in Ontario and a leader in Canada for Naturopathic Doctors, it is vital that we celebrate and recognize those members who have made significant contributions to the profession and have been a vital part in moving us forward. As the OAND we stand for excellence and continue to provide members with the highest caliber of education and valuable benefits and tools to aid in ND growth both as whole and as individual practitioners. We want you to help us celebrate our members.

The EXCLUSIVE Awards Partner will co present the awards to members. By co-branding the OAND awards you demonstrate to Ontario NDs the commitment to their success and their growth in the profession. The OAND Awards Partner will be an active partner in the event, by being co-listed on each award, participate in the ceremony and in the production of the awards. All name recognition, signage at the event, event promotion on all media platforms all year long including dedicated email blasts are part of the package.

Financial Commitment: Please contact Stephanie at slazzarini@oand.org

OAND's 70TH BIRTHDAY

We want to party every day and every night! 2020 marks the 70th anniversary of the Ontario Association of Naturopathic Medicine and we think it's a time to celebrate. Believe it or not we don't toot our own horn enough and we want 2020 to be the year we shout it from the rooftops. 2020 is about community for the association and nothing brings together a community more than a party! The year's festivities will culminate in a 70th Anniversary Gala at OANDCon20. OAND Members and Corporate Partners alike have been asking for an event just like this and we are happy to oblige! Hoping to invite all graduating years to this event, it will be a huge celebration on the Saturday night of the convention. Dressed to kill with food, entertainment and dancing, as the OAND Birthday Gala Sponsor you will share centre stage with us. Your investment will make all the difference in what we can provide to members. It is also a chance for corporate and professional to mix as you sit at the same table and share a meal with our ND members and other corporate partners.

Join us for the party!

Financial Commitment: Please contact Stephanie at slazzarini@oand.org

SELECT YOUR CORPORATE PARTNER PACKAGE

Build your own package. In addition to the “standard benefits of corporate partnership, we ask you to check-off any of the items below to add to your corporate investment with the OAND.

CORPORATE BENEFITS	CHAMPION \$6000	PATRION \$3000	SUPPORTER \$1500
Subscription to the Pulse magazine	✓	✓	✓
Subscription to monthly e-connect ads	✓	✓	✓
Recognition as a Corporate Partners on our brand new OAND.org site	✓	✓	✓
Recognition on Annual Report to our members at the AGM	✓	✓	✓
Exclusive Access to our Spring Conference	✓	✓	✓
CHOOSE YOUR OWN ADVENTURE	SELECT 4	SELECT 3	SELECT 2
<i>To continue building your own package, please select/circle from the offerings below:</i>			
Discount on Convention booth	\$1200 discount	\$500 discount	\$200 discount
Discount on Pulse advertising	40% discount	20% discount	10% discount
Opportunity to a promotional event listing (email) <i>\$300 value</i>	\$150 discount	\$100 discount	
Opportunity to post Facebook ad to group			
Opportunity to host product specific webinars <i>\$800 value</i>	\$800 additional add on value	\$800 additional add on value	\$800 additional add on value
One month of eConnect advertorial			
One month of eConnect ad			
Opportunity to sponsor an education session **(see previous page.)			

CORPORATE PARTNERSHIP APPLICATION FORM

Company Name _____

President/CEO _____ Email _____

Marketing Contact _____ Email _____

Address _____

City _____ Province/State _____

Postal/Zip Code _____ Phone _____ Website _____

NEW PARTNER ☐

RENEWAL ☐

PARTNERSHIP LEVEL _____

☐ \$6,000 CHAMPION ☐ \$3,000 PATRON ☐ \$1,500 SUPPORTER

What type of product/ service do you provide? _____

To whom do you provide this product/service? _____

For supplement, botanical and homeopathic manufacturers and distributors please provide your NHPD site
License number: _____

Print Name _____ Date _____

Signature _____

PAYMENT METHOD

We will invoice you with a direct link for payment once your application has been reviewed.

2020 Media Kit

Advertising with the OAND is the best way to reach over 900 Naturopathic Doctors and 400 students in Ontario - the largest concentration in North America! Our NDs are key decision-makers in their own practices, in multi-disciplinary clinics, and significantly influence patient purchasing behaviour. This is the target market that you want to reach!

PRINT ADVERTISING

The Pulse is the OAND's quarterly member publication which features clinical Articles, news relevant to the Naturopathic profession, member profiles and Event listings. Our circulation is 1,300 and 84% of our members are frequent and enthusiastic readers of the magazine.

2020 Publication Dates and Deadlines

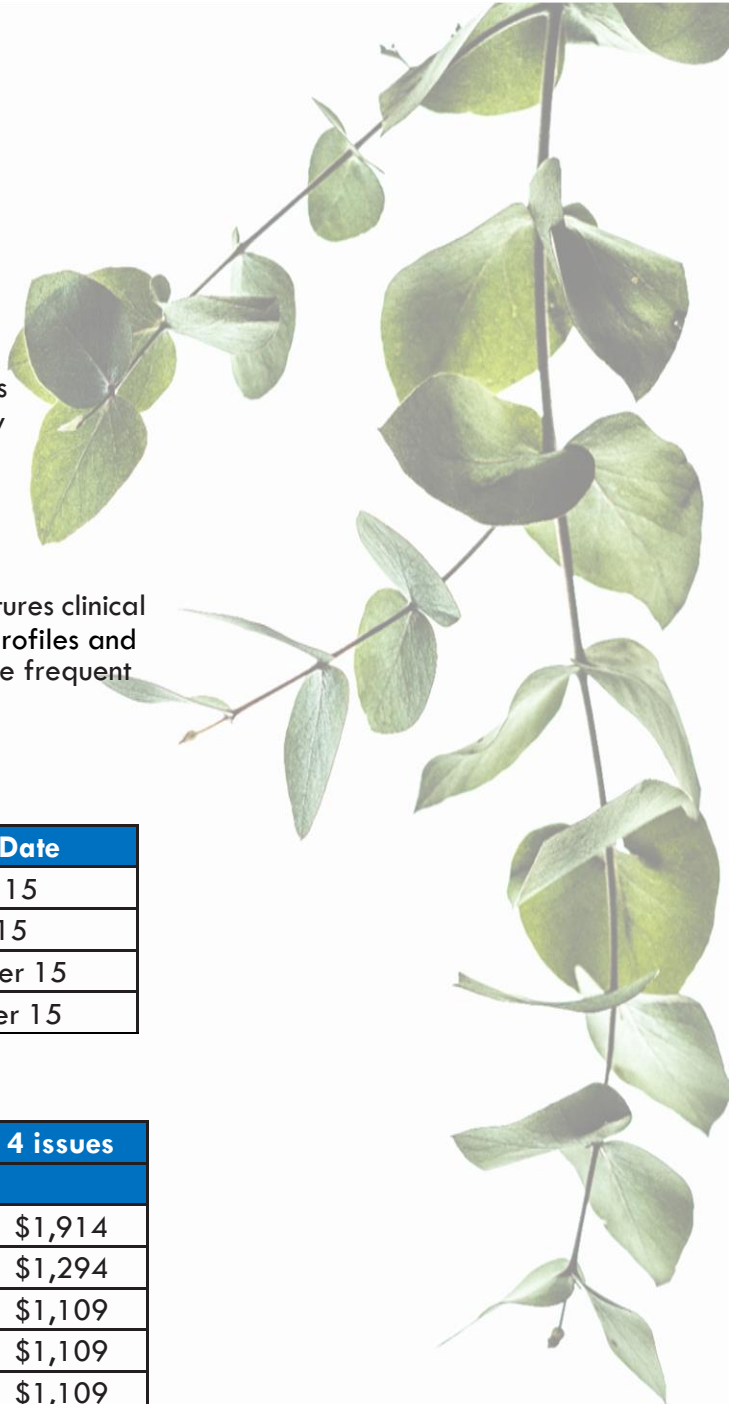
Issue	Submission Date	Publish Date
Spring	February 15	March 15
Summer	May 15	June 15
Fall	August 15	September 15
Winter	November 15	December 15

2020 Colour Ad Rates*

Ad Type (Prices are per issue)	1 issue	4 issues
Premium Placements		
2 Page Centre-Spread	\$2,392	\$1,914
Outside Back Cover	\$1,617	\$1,294
Inside Front Cover	\$1,386	\$1,109
Inside Back Cover	\$1,386	\$1,109
Opposite Inside Front Cover	\$1,386	\$1,109
Opposite Inside Back Cover	\$1,386	\$1,109

Standard Placements		
Full Page	\$1,040	\$832
1/2 Page	\$635	\$508
1/4 Page	\$433	\$347
Corporate Partner Discounts:		
Corporate Partner Discounts: Champion Level	25%	40%
Corporate Partner Discounts: Patron Level	15%	20%
Corporate Partner Discounts: Supporter Level	10%	10%

*Colour ads are 4 colour process (CMKY), spot colours are not available. Corporate partnership level at the time of billing will determine the discount applied.



Company Name: _____ Corporate Partner Level: _____

Contact Person: _____ Email: _____

Address: _____ Prov./State: _____

Phone: _____ Fax: _____

Corporate Partners can receive one additional print copy of *The Pulse* for additional company addresses. Please provide the name and address:

Please indicate ad type and indicate issue placement below:

Ad Type (Prices are per issue)	1 issue	4 issues
Premium Placements		
2 Page Centre Spread	\$2,392	\$1,914
Outside Back Cover	\$1,617	\$1,294
Inside Front Cover	\$1,386	\$1,109
Inside Back Cover	\$1,386	\$1,109
Opposite Inside Front Cover	\$1,386	\$1,109
Opposite Inside Back Cover	\$1,386	\$1,109
Standard Placements		
Full Page	\$1,040	\$832
½ Page	\$635	\$508
¼ Page	\$433	\$347

Print Ad Placement	<input type="checkbox"/> Spring 2020	<input type="checkbox"/> Summer 2020	<input type="checkbox"/> Fall 2020	<input type="checkbox"/> Winter 2020
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eConnect Newsletter Advertising

☐ 12 months of eConnect ads: \$1,000

☐ Per Month eConnect ads: \$100/month (please indicate which months): _____

☐ 12 months of eConnect Advertorials: \$2,000

☐ Per Month eConnect Advertorials: \$200/month (please indicate which months): _____

Full Coverage Package: 12 months of E-Connect ads, 12 months of eConnect Advertorials, one full page colour ad in four issues of *The Pulse*:

☐ Non-Corporate Partners: \$5,375 (Value of \$6,328)

☐ Supporters: \$5,095 (Value of \$5,995)

☐ Patrons: \$4,813 (Value of \$5,663)

☐ Champion: \$4,247 (Value of \$4,997)

Payment Summary (complete all that apply):

- ☐ Print Ads: \$_____ per issue X _____ issues per year = \$_____
- ☐ E-Connect Ads: \$1,000 per year
- ☐ E-Connect Ads Per Month: \$100/month X _____ months = \$_____
- ☐ E-Connect Advertorials: \$2,000 per year
- ☐ E-Connect Advertorials Per Month: \$200/month X _____ months = \$_____
- ☐ Full Coverage Package: \$_____

Subtotal: \$_____ HST (13%): \$_____ Total Order Amount: \$_____

****Please note that you will be invoiced in full for all Pulse issues and/or E-Connect advertising.**

PLEASE RETURN THIS FORM WITH PAYMENT TO THE OAND OFFICE:

Fax: 416-233-2924. Email: events@oand.org. Phone: 416-233-2001 ext. 229.

Print Name: _____

Signature: _____ Date: _____

PAYMENT METHOD

We will invoice you with a direct link for payment once your application has been approved.

AGREEMENT:

I, the undersigned, agree to adhere to the terms shown in this contract. I declare that this advertisement complies with Ontario law. I understand that all advertising copy is subject to the approval of the Ontario Association of Naturopathic Doctors (OAND) in its sole discretion.

I understand that ads must be received by the ad submission date in order to reserve space in each issue. I understand that payment is to be made in full within 30 days of receipt. Refunds will not be provided for ad cancellations. 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 or declined credit card payments.

Date: _____ Signature: _____

Print Advertising 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 compliant. All scanned images must be high-resolution (300 dpi), CMYK (no spot colours, RGB, LAB, or ICC colour pro-files) 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 dpi
- Minimum resolution 270 dpi 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 Dropbox at www.dropbox.com.

Send all artwork to abadaloo@oand.org.