



Take advantage of Ostomy Canada Society's media, which includes *Ostomy Canada* magazine and www.ostomycanada.ca, Canada's only magazine and non-commercial website focussed on people with an ostomy, to extend your message to this audience. **Our mission:** Ostomy Canada is a non-profit volunteer organization dedicated to all people living with an ostomy, and their circles of support, helping them live life to the fullest through advocacy, awareness, collaboration and support. **Our vision:** Canada's voice and agent of change for people living with an ostomy.

PRINT Advertising Rates and Specifications

2 times
published
per year

60 full
colour
pages

2,000 circulation
per issue

Special Placements

Special Placements	Full Colour	Live Area	Trim	Supplied Bleed
Outside back cover	\$1700 CAD	8" x 10.5"	8.5" x 11"	8.75" x 11.25"
Inside back cover	\$1450 CAD	8" x 10.5"	8.5" x 11"	8.75" x 11.25"
Inside front cover	\$1450 CAD	8" x 10.5"	8.5" x 11"	8.75" x 11.25"

General Ad sizing

General Ad sizing	Full Colour	Live Area	Trim	Supplied Bleed
Full page	\$1300 CAD	8" x 10.5"	8.5" x 11"	8.75" x 11.25"
1/2 page (horizontal)	\$800 CAD	7.5" x 4.75"	8.5" x 5.25"	8.75" x 5.375"
1/2 page (vertical)	\$800 CAD	3.75" x 10"	4" x 11"	4.125" x 11.25"
1/3 page (horizontal)	\$625 CAD	7.5" x 3.5"	8.5" x 3.5"	8.75" x 4.125"
1/3 page (vertical)	\$625 CAD	2.5" x 10"	2.75" x 11"	2.875" x 11.25"
1/4 page (horizontal)	\$450 CAD	7.5" x 2.25"	8.5" x 2.75"	8.75" x 2.875"
1/4 page (vertical)	\$450 CAD	3.625" x 4.75"	4.125" x 5.25"	4.25" x 5.375"
1/8 page	\$270 CAD	3.625" x 2.375"	4.125" x 2.625"	4.25" x 2.75"

Ad committment - March 15 and September 15 **Artwork deadline** - March 29 and October 1

MAGAZINE FILE SPECIFICATIONS

- > Accepted file formats: EPS, TIFF, JPG, PDFX-1A format.
- > Files should be at least 300 dpi resolution at 100% of size being used.
- > Files should be CMYK in colour. All spot colours must be converted to process CMYK before submission.
- > All fonts and images must be embedded.

AD SUBMISSIONS

Digital ad files may be
sent via e-mail to
info1@ostomycanada.ca

Files WILL NOT BE ACCEPTED unless they are set up to include bleed and/or crop marks.

TERMS AND CONDITIONS

Payment terms

- For first time print advertisers, payment is due in advance of publication.
- Payment may be made via cheque, E-Transfer, Visa, Master Card or American Express.
- For repeat print advertisers, payment is due within 30 days of publication date.

Terms and Conditions

- Placement of print advertising is at the discretion of the Senior Editor, Ostomy Canada magazine.
- Advertising is to be ordered via the insertion forms on the following page, and either emailed to info1@ostomycanada.ca or mailed to Ostomy Canada Society, 5800 Ambler Drive, Suite 210, Mississauga, ON L4W 4J4
- Ostomy Canada Society reserves the right to refuse advertising for any product or service which it feels is not appropriate for its intended audience.



OSTOMY
CANADA

PRINT INSERTION order form

Name of Advertiser:

Address:

City/Town:

Province:

Postal Code:

Telephone:

Email:

Name of authorized person:

Invoice to be sent to: (if different from above)

Address:

City/Town:

Province:

Postal Code:

Telephone:

Email:

PRINT ORDERS

> We wish to place a print insertion order for (size):

> Indicate preferred choices of page placement

(Note: Inside Front cover and Outside Back cover are not available):

1st choice:

2nd choice:

3rd choice:

☐ One insertion:

_____ Summer Edition Year _____ Winter Edition Year

Total Amount: \$ _____

☐ Two Consecutive Insertions: **(10% discount)**

_____ Summer Edition Year _____ Winter Edition Year

Total Amount: \$ _____

PAYMENT BY
☐ Cheque ☐ E-transfer

☐ Credit card: _____ Visa _____ MasterCard _____ AmEx

Card number: _____

Expiry date (month/year): _____

Security code (from back of card): _____

Date: _____

Signature: _____

See material specifications for more information. Receipt of your insertion order will be acknowledged by email.

Return this form to: Ostomy Canada, c/o Advertising Manager, 5800 Ambler Drive, Suite 210,
Mississauga, ON L4W 4J4 | E-mail: info1@ostomycanada.ca