

2020 RATE CARD

CONNECTING ONTARIO'S PHARMACY PROFESSIONALS

As the official magazine of the Ontario Pharmacists Association, the *Ontario Pharmacist* is an effective way to reach pharmacists in Canada's largest province.

The Ontario Pharmacists Association is committed to evolving the pharmacy profession, and advocating for excellence in practice and patient care. As Canada's largest advocacy organization, and continuing education and drug information provider for pharmacists, the Association represents pharmacy professionals across Ontario. By leveraging the unique expertise of pharmacy professionals, enabling them to practice to their fullest potential, and making them more accessible to patients, OPA is working to improve the efficiency and effectiveness of the healthcare system.

As frontline healthcare professionals, pharmacists frequently deliver information and advice to patients and colleagues. Given this potential reach, advertising in the *Ontario Pharmacist* is the right prescription for meeting your business goals.

2020 EDITORIAL CALENDAR

March/April

Content deadline: March 23, 2020

July/August

Content deadline: June 5, 2020

November/December

Content deadline: October 9, 2020

All rates include ads in both versions of the Ontario Pharmacist – the print publication and online magazine.

Non-member rates:

1 page	\$1,500
² / ₃ page	\$1,340
¹ / ₂ page, horizontal	\$950
¹ / ₃ page, 1 col wide	\$750
¹ / ₃ page, square	\$750
¹ / ₃ page, horizontal	\$750
¹ / ₄ page, horizontal	\$650
¹ / ₄ page, square	\$650
Double-page spread	\$3,050
Inside front cover	\$2,780
Inside back cover	\$2,575
Outside back cover	\$2,880
Polybag outsert	\$1,020

Member/partner rates:

1 page	\$1,100
² / ₃ page	\$875
¹ / ₂ page, horizontal	\$725
¹ / ₃ page, 1 col wide	\$615
¹ / ₃ page, square	\$615
¹ / ₃ page, horizontal	\$615
¹ / ₄ page, horizontal	\$480
¹ / ₄ page, square	\$480
Double-page spread	\$2,750
Inside front cover	\$2,500
Inside back cover	\$2,400
Outside back cover	\$2,600
Polybag outsert	\$1,010

Charitable organizations/universities:

¹ / ₄ page, horizontal	\$340
¹ / ₄ page, square	\$340
Polybag outsert	\$500

PERSONNEL

Corinne Radake

Director, Public Affairs

Ontario Pharmacists Association

600-155 University Ave., Toronto ON M5H 3B7

T: 416-441-0788/877-341-0788 ext. 4236

F: 416-441-0791 E: cradake@opatoday.com

MECHANICALS

Mechanical Requirements

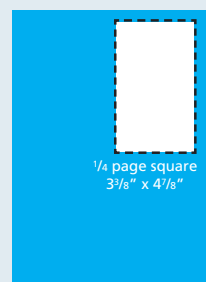
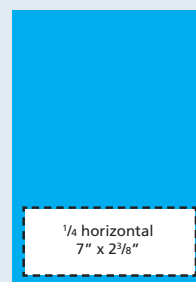
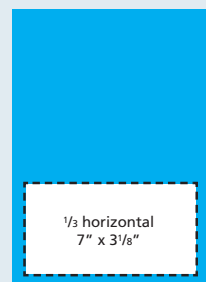
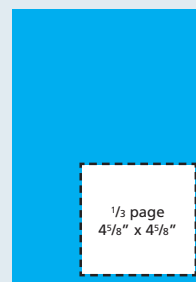
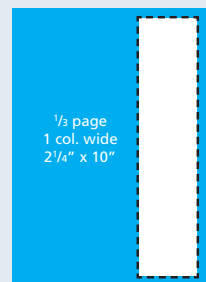
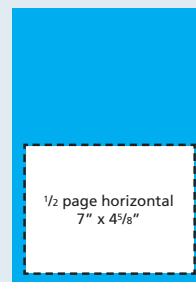
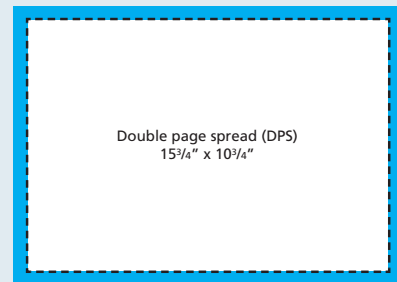
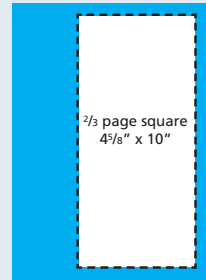
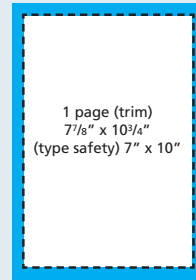
	Width		Depth
Full page type safety	7"	x	10"
Full page trim	7 ⁷ / ₈ "	x	10 ³ / ₄ "
Full page bleed	8 ³ / ₈ "	x	11 ¹ / ₄ "
DPS trim	15 ³ / ₄ "	x	10 ³ / ₄ "
DPS bleed	16 ¹ / ₄ "	x	11 ¹ / ₄ "
1/2 page horizontal	7"	x	4 ⁵ / ₈ "
2/3 vertical	4 ⁵ / ₈ "	x	10"
1/3 page, 1 col.	2 ¹ / ₄ "	x	10"
1/3 page, square	4 ⁵ / ₈ "	x	4 ⁵ / ₈ "
1/3 page, horizontal	7"	x	3 ¹ / ₈ "
1/4 page, horizontal	7"	x	2 ³ / ₈ "
1/4 page square	3 ³ / ₈ "	x	4 ⁷ / ₈ "

For single page advertisers allow, 1/4" (6 mm) bleed on all four sides of ad.

- Single page bleed size is 8³/₈" x 11¹/₄" (213 mm x 286 mm). Single page type safety zone is 7" x 10" (177.8 mm x 254 mm).
- Double page spread size is 16¹/₄" x 11¹/₄" (213 mm x 286 mm), to trim to 15³/₄" x 10³/₄" (400.05 mm x 273.05 mm). DPS type safety zone is 10" x 14¹/₂" (254 mm x 368.3 mm). Please allow 1/4" (6 mm) on each side of gutter.
- Digital files must be prepared as follows: PDF/X1a, or a Generic PDF created to OPA specifications. OPA does not accept responsibility for material, content, or colour trapping. Production charges apply for material not to spec or for alterations.

Method of Printing: Offset
Method of Binding: Saddlestitch

Send files to: **Michelle Cochrane**
Communications Specialist
Ontario Pharmacists Association
600-155 University Ave., Toronto ON M5H 3B7
T: 416-441-0788/877-341-0788 ext. 4254
F: 416-441-0791 E: mcochrane@opatoday.com



CLASSIFIED ADS

All classified ads are posted in the members-only section of the Ontario Pharmacists Association website. Ads may also be included in the classified section of the Ontario Pharmacist Magazine if requested.

WE HAVE TWO OPTIONS FOR POSTING YOUR CLASSIFIED AD:

**1. Classified ads with a 60-word maximum (plus contact information).
Cannot contain logos or graphics.**

For non-members there is a cost of \$125 + taxes.

There is no charge for OPA members (please provide your OPA number for verification).

**2. Full job postings with no word count limit.
Can include a logo or graphic.**

For non-members there is a cost of \$1,000 + taxes.

The cost for OPA members is \$800 + taxes (OPA number required for verification).

Please provide PDF file for posting.

All ads should contain contact information so interested individuals can respond directly. Ads stay online for three months unless requested to remove sooner.

All ads are subject to review by OPA to ensure that they don't conflict with any of our current recruitment efforts.

Please send all classified requests to:

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