

The ***Ottawa-Gatineau Executive***, the members Electronic Newsletter is published and distributed to the Chapter's approximately **670 members 5 times per year**.

New this year is our ***At-A-Glance*** print publication produced 2 times a year; we offer similar advertising space as our eNewsletter but also the possibility to include promotional inserts. Publication are printed full color and distributed in September and January to membership.

A limited amount of advertising space is available on a subscription basis.

The ***Executive eNewsletter*** is distributed through our bi-monthly eBroadcast to CSAE O-G membership and posted on the Website with previous editions accessible to members.

**THE ONLINE VERSION PROVIDES SIGNIFICANT ADVANTAGES;**

- Features 3D online flipping page animation
- Reader friendly with iPad and other portable devices
- Readers can share the publication or favorite pages through email or social networking sites like Twitter, LinkedIn or Facebook.
- Embedded search from inside the publication
- Internal and external link (URL, Go2page, email)
- Content is optimized for search engines
- Advanced statistic; number of visitors, visits and page views, links clicked reports are available for advertisers.
- The Executive eNewsletter will be posted on the CSAE O-G website, LinkedIn Group and Chapter Blog.
- Advertisers can include Video Links.



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Connecting members. Sharing knowledge.

# DISPLAY ADVERTISING RATES

## AVAILABLE SIZES AND RATES

Size	Artwork Dimensions	Price per insertion Members	Price per insertion Non-members
Full page	9.25" high X 7.5" wide	\$575.00	\$820.00
½ page vertical	9.25" high X 3.365" wide	\$315.00	\$440.00
½ page horizontal	4.6" high by 7.5" wide	\$315.00	\$440.00
⅓ page horizontal	3" high X 7.5 wide	\$230.00	\$320.00
¼ page	4.6" high X 3.365" wide	\$200.00	\$280.00
Business card size horizontal	2" high X 3.5" wide	\$90.00	\$110.00
Career Opportunities	100 words	\$150.00	\$250.00
(At-A-Glance) print edition	8 1/2" wide x 11" high*	\$575.00	\$820.00

*\*Client to provide insert. Amounts listed are net of tax. HST is added to the sub-total.*

## PUBLICATION DATES

Edition 2014-2015	Publication Date	Due Date for Materials
September/October	November 4th	October 10th
November/December	December 27th	November 7th
January/February	February 27th	January 9th
March/April	April 27th	March 12th
May/June	June 29th	May 14th

*Subject to change without notice*

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# REQUIREMENTS

## MULTIPLE INSERTION DISCOUNT

Members and non-members who pre-purchase advertising in all five editions of a given year are entitled to a **15% discount** on advertising rates.

*(Executive eNewsletter and At-A-Glance can be combined)*

## MECHANICAL REQUIREMENTS

Electronic format: EPS, High resolution PDF files, In Design, Photoshop (300dpi) and Illustrator (eps outlined) for Mac.

## COLOUR

The Executive eNewsletter is published on-line in full color.

The At-A-Glance print publication is produced in full color.

## CONTENT

Publication of any advertisement and insertion of materials is subject to approval by CSAE's Ottawa-Gatineau Chapter; includes content of the advertisements and inserts.

## CANCELLATIONS

Cancellations must be received 15 days prior to the publication date (see Publication Dates table above)

## Materials should be sent to:

**Kathryn Cyr, CSAE**

Ottawa-Gatineau Chapter Secretariat at

**T: 613-271-1476 | F: 613-595-1155**

[csae.ottawa-gatineau@rogers.com](mailto:csae.ottawa-gatineau@rogers.com)

P.O. Box 72024, Kanata North RPO  
Kanata, ON K2K 2P4

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# AGREEMENT



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## TERMS OF PAYMENT

Payment is due within 30 days. Interest is charged at 2% per month on overdue accounts.

To signal your agreement with the terms listed on previous page, please indicate the media purchase you wish to make and sign below.

## OTTAWA-GATINEAU EXECUTIVE eNEWSLETTER

Edition Date 2014-2015	Media buy	Price
September/October		\$
November/December		\$
January/February		\$
March/April		\$
May/ June		\$

## AT-A-GLANCE

Fall/Winter 2014		\$
Spring 2015		\$
Sub-Total		\$
15% Discount (min. 5 edition, eNewsletter and At-A-Glance can be combined)		
HST	13% of Sub Total	\$
Total Cost		\$

NAME \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROVINCE \_\_\_\_\_

POSTAL CODE \_\_\_\_\_

TELEPHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

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OTTAWA-GATINEAU CHAPTER  
SECTION OTTAWA-GATINEAU

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