

HealthMatters

THE OTTAWA VALLEY'S HEALTH MAGAZINE

Health Matters 2021 Rate Card + Editorial Guidelines

Health Matters has been publishing since 2013 with the goal of connecting people in the Ottawa Valley to local health professionals, products and services. The magazine is free. Health Matters is a glossy, full-colour magazine publishing four times a year with Winter, Spring, Summer and Fall editions.

2021 Publishing Calendar

Issue	Booking + Materials Deadline	Distributing
Winter 2020	December 11, 2020	January 8, 2021
Spring 2020	March 19, 2021	April 9, 2021
Summer 2020	June 18, 2021	July 9, 2021
Fall 2019	September 17, 2021	October 8, 2021

Distribution & Coverage

- 15,000 free copies are printed and distributed to more than 150 locations across Renfrew County, Lanark County, Bancroft, Mattawa and the Pontiac.
- The magazine is also available for download for free from the website with approximately 2,500 downloads each issue.
- A subscription service is available for individuals who prefer a delivery to their door. A four-issue subscription is \$25.

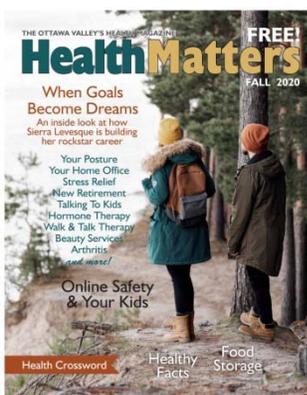
Submitting Graphics Files

Professional graphic design is included in the cost of your advertising. If you choose to submit your own artwork, files should be submitted as high-resolution PDF or JPEG with fonts embedded and colours converted to CMYK. Photos and graphics must be at a resolution of 300dpi or higher. Submissions must meet design standards for publication.

Submitting Editorial Files

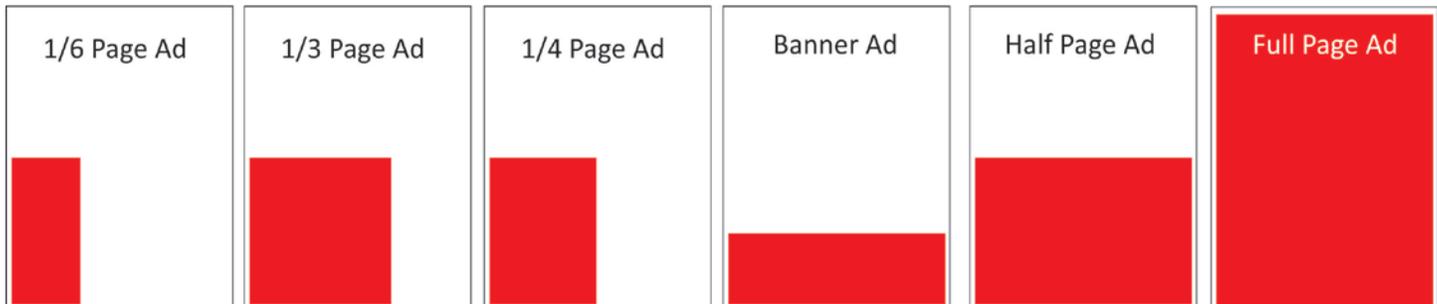
Editorial files are to be submitted in an MS Word document or in the body of an email. Please book your editorial topic in advance so we can avoid duplications.

Note: More direction on submitting files is available on page 4.



Display Ads

Health Matters provides a variety of advertising options including a display ad format, an editorial or written format, group page advertising and listings in the Health Services section.

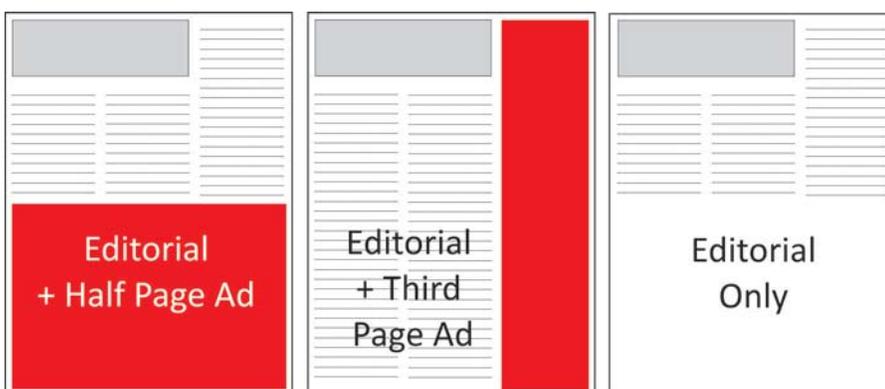


Sixth Page	\$195	2.605" wide x 4.937" high
Quarter Page	\$325	3.945" wide x 4.937" high
Third Page	\$375	5.295" wide x 4.937" high
Banners	\$425	8.0" wide x 2.25" high. On pages: Helpful Information (1), Facts (2), Health Services (2)
Half Page	\$595	8.0" wide x 4.937" high. Bleed: add 0.5" on right, left and bottom. Must include folio.
Full Page*	\$975	8.0" wide x 10.125" high. Bleed: add 0.5" on all sides. Must include folio.
Inside Front Cover*	\$1,275	8.0" wide x 10.125" high. Bleed: add 0.5" on all sides. No folio
Inside Back Cover *	\$1,275	8.0" wide x 10.125" high. Bleed: add 0.5" on all sides. No folio.
Back Cover**	\$1,575	8.0" wide x 10.125" high. Bleed: add 0.5" on all sides. No folio.
Centre Spread**	\$1,650	Centre two pages of the magazine.

* denotes complimentary Health Services listing

** denotes two complimentary Health Services listings

Editorials and Editorials + Ad Pages

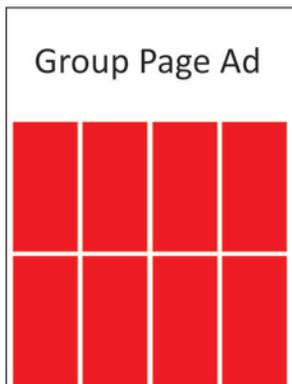


Editorials are information articles that provide health-related information to the reader. This is a good option if you wish to educate the reader or explain a service that is easier to do in words than through a display ad.

Every editorial includes a header block which can include the author's photo or another photo that accompanies the topic of the article. All editorials include an "Ask the Expert" section of contact information at the end of the article.

Editorial Only	\$325	425-word article (approximately) plus photo and contact information
Editorial + Half Page Ad	\$825	425-word article (approx.), photo and contact information + half page ad
Editorial + 1/3 Page Ad	\$825	700-word article (approx.), photo and contact information + 1/3 page ad

Group Page Ads



Group Page Ad

The Group Page Ad is an option for a group of businesses, events and organizations that choose to promote together. This could be a collection of similar services (ie: massage therapists), health-related services within a particular municipality or district (ie: BIA), or a group of businesses and organizations with a similar interest (ie: local food - retail and producers.)

From time to time, Health Matters will run a Group Page based on a certain theme. Please check with each issue to see if this is available.

Individual Ad	\$135	Ad space measures 1.9" wide x 3.25" high.
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Health Services Directory

DISABILITIES - INTELLECTUAL

Community Living Upper Ottawa Valley

894 Pembroke Street West, Pembroke

Phone: 613-735-0659 | info@cluov.ca | www.cluov.ca

Assisting people with intellectual disabilities with independent living, homecare, employment opportunities, continuing education, volunteer and community involvement. Self-advocating programs, life planning workshops and more. If you or someone you know could benefit from being part of Community Living, please reach out to us. We have been in the community for more than 60 years and we can help.

The Health Services Directory is a text-only listing in the directory section of Health Matters at the back of the magazine. Listings are 60-70 words (approximately), plus contact information. The advertiser can include the contact details of their choice.

The advertiser also chooses the heading under which they wish to be listed.

Individual Listing	\$135	60-70 words (approx.)
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Using Social Media

Health Matters publishes an advance (sneak peek) of each upcoming issue, an update to where to pick up the magazine and a posting of when the magazine is available online. Follow our page - www.facebook.com/healthmattersmag - to have these notifications shared on your page. You can also share our posts as an additional way to promote your participation in the issue.

Requesting Copies

All contributors to Health Matter are able to reserve copies of the magazine. Copies are delivered in quantities of 25.

If you are an event organizer and would like copies of the magazine available for free to attendees, please reserve them with us. We are happy to include you on our distribution list.

Submitting Graphics Files

Health Matters provides the professional design of your display ads as part of your advertising cost. If you choose to submit your own artwork, files, please note these requirements:

1. Display ads need to be submitted as high resolution (300dpi) PDF or JPEG files.
2. Fonts must be embedded and colours converted to CMYK.

Please note that submissions must meet the standard design of the magazine. If files are not professionally designed, they may not be acceptable for publication.

Submitting Editorial Files

1. Please submit your editorial in an MS Word document or in the body of an email.
2. Submissions will be edited for space and formatting and to ensure a reader-friendly format.
3. Font sizes, header locations and "Ask The Expert" formatting are pre-set; these settings are not open for alteration.
4. Please book your editorial topic in advance so we can avoid duplications.

Photo and Graphics Submissions for Header

5. All editorials include a photo space. We provide stock photos at no additional charge. If you are submitting your own photo or graphic, please note the requirements:
 - Photos or graphics must be formatted to include the title of the editorial. If unsure, please send the photo in advance.
 - Photos or graphics must be submitted as high resolution (300dpi) JPEG file.
 - If you are submitting a stock photo or professional photograph, please include a statement that you have met copyright permissions to use the image.

Suggestions For Editorial Submissions

Editorials are articles in the magazine. They appear in a standard format. Editorials are good options if the information you wish to convey is easier in a story-like format than as an ad. The editorials that are most appreciated by the readers are those which provide information or education readers in some way.

Some ideas for editorials include:

- Something you often explain to customers: benefits of a service, myths and misconceptions or helpful tips
- Advice you might give someone
- What you would talk about with a customer if you had 10 minutes to chat
- Announcing the launch of a new product or service
- Introducing a new process for accessing service or a public service reminder
- Sharing the story of a customer or client and how you helped in the situation

Non-Profit and Charitable Advertising

Health Matters does not receive any subsidized funding to operate, so we cannot offer complimentary or reduced-fee advertising for non-profit or charitable organizations. As an alternative, here are some solutions that agencies have used successfully in the past to be able to promote to the Health Matters audience:

Sponsored Advertising

Your organization may have a sponsor who would pay for the ad. Advertising is 100% deductible as a business expense. We can note "this ad sponsored by" to give your sponsor credit, or if they wish to remain anonymous we can simply invoice them without noting their sponsorship. Many small businesses are not incorporated and thus donations are not 100% deductible. Advertising, however, is always 100% deductible.

Grant Applications

Include promotion in Health Matters as part of your grant applications. This requires some advance planning so please ask us for any assistance you may need and we are happy to provide it. Our annual publications and deadlines are listed on page 1.

Work With A Partner

If you have a partner on a project, consider going together on Health Matters advertising and then splitting the cost.

How To Use Your Ads Beyond The Magazine

You can use your advertising in Health Matters as an additional promotional tool for your business or organization. Here are some ideas on how to capitalize on your advertising with us:

- If you book a full page space, print out copies of the page and use it as a flyer.
- For those writing editorials, print out copies of your article and include it in your office, on your website or as literature to hand out at tradeshow, include with invoicing and for general promotion.
- Share your ad on your website and social media networks. Alternatively, you can also join our Facebook page and when we share the notice of the new issue, you can share it to your followers, and note where you are located in the magazine. You can also share our online link to the magazine.
- If you are attending a tradeshow, providing a workshop or speaking at an event, request additional copies to make available. They are provided free of charge.

New To Health Matters? How Magazine Advertising Is Different

Choosing to promote in a magazine is different than advertising in the newspaper, online or on the radio. Here are some aspects of magazine advertising that are a little different:

Focused Readers

Health Matters is read by people who have an interest in health. Because our readers are already interested in health, they are closer to you as a customer than someone who is not interested in health. Health Matters offers your best opportunity to reach an audience of people who have a general interest in living better.

Credibility

Health Matters contains advertising and content from health professionals in your community. They are immediately accessible. If you have a question or inquiry, you can actually ask them about it. From the advertiser's perspective, there is increased credibility being in the magazine; readers often comment about seeing *their* healthcare provider in an issue.

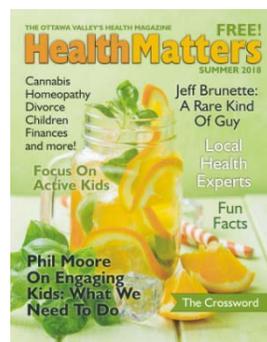
Magazines Last Longer Than Other Media

While other media messages are in the moment, magazine messages are in it for the long-run. Many readers keep issues of Health Matters for several months, long after the latest issue is available. Some readers keep all issues. Magazines have a longer lifecycle than other media, which means the advertising has a longer lifecycle as well.

Note: when you advertise with Health Matters, the reader may not be wanting your service at that specific moment, however, when they do need your service, or know someone who does, they will reference the magazine or recall your advertising. Often, magazines are passed on to family members and friends when something in the magazine prompts a response.

Magazine Advertising is More Efficient

When you advertise to a direct audience, you increase the value of your advertising dollar. When you have a broader audience, not all are potential customers for you, so your ad competes with their attention. When you have a direct audience, all or most of whom are potential customers for you, the value of your ad increases because it will be seen by more potential customers. Readers actually remark that they enjoy the ads in the magazine because they are relevant.



Contacting Us

We are happy to speak to you about participating in Health Matters. Here is how to reach us:

- Phone: 613-732-7774
- Email: behealthy@ovhealth.ca
- Facebook: www.facebook.com/healthmattersmag