

HealthMatters

THE OTTAWA VALLEY'S HEALTH MAGAZINE

2022 Rate Card & Publishing Calendar

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.

WINTER EDITION

December 24, 2021 - Deadline for booking and submitting materials

January 20, 2022 - Issue distributing

- Special Feature: Nutrition & Weight Loss
- Group Page: Come Work With Us! Employment opportunities in the area

SPRING EDITION

April 1, 2022 - Deadline for booking and submitting materials

April 21, 2022 - Issue distributing

- Special Feature: The Benefits of Volunteering
- Group Page: Healthy Homes - Home services (HVAC, landscaping, building)

SUMMER EDITION

July 1, 2022 - Deadline for booking and submitting materials

July 21, 2022 - Issue distributing

- Special Feature: All About Pets
- Group Page: Farms & Farmers' Markets

FALL EDITION

September 30, 2022 - Deadline for booking and submitting materials

October 20, 2022 - Issue distributing

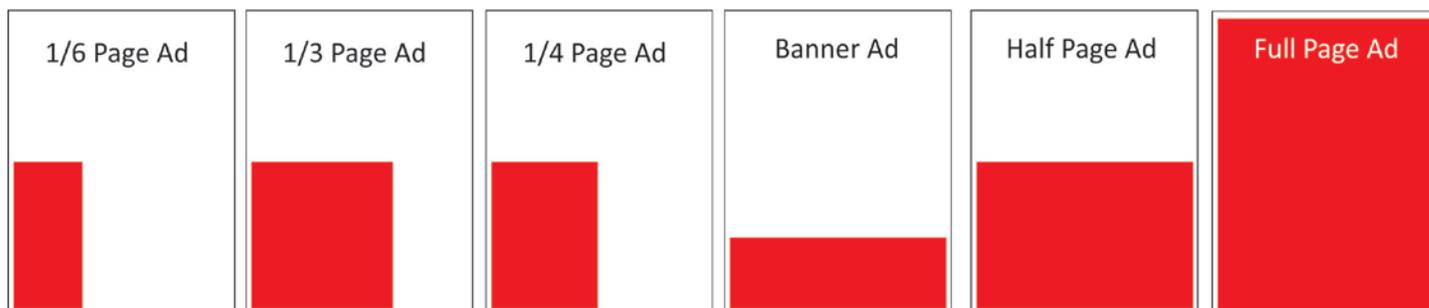
- Special Feature: Beating The Winter Blues
- Group Page: Healthy Gift Ideas

Special Features are editorial pages dedicated to the topic. You can advertise within the special feature pages if you wish. Advertising prices are the same as throughout the magazine.

Group Page opportunities include a page of advertising on a particular subject. Advertising spaces are 2.5" wide x 4.0" high for \$165 plus HST.



Display Ads



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|--------------------|---------|-------------------------------------------------------------------------------------------|
| 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. |
| Two-Page Spread | \$1,650 | Centre two pages of the magazine. |

Editorials + Ad, Editorials Only and Group Page Ad

Editorials are text-only articles that provide health-related information. This is a good option to educate the reader or explain a service. 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 Ad | \$165 | 2.5" wide x 4.0" high display ad on a themed page for advertising |

Health Services Directory

The Health Services Directory is a text-only listing located at the back of the magazine.

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.

| | | |
|-------------------|-------|----------------------------------------------------------------------------|
| Directory Listing | \$135 | 60-70 words (approximately). Includes heading of your choice. No graphics. |
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Distribution & Coverage

- 7,500 free copies are printed and distributed to more than 100 locations across Renfrew County and the Pontiac.
- A link to download the magazine is included to subscribers of Ottawa Valley Business (twice a month)
- 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 (300dpi) 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

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 copyright permissions to use the image.

Contacting Us

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

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

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