

PHYSIOTHERAPY TODAY

The Newsletter of the Ontario Physiotherapy Association

Rate Card

2007-2008

ADVERTISING RATES/SIZES

An additional set up charge of \$15.00 on ad(s) that are not "camera ready".

All advertisements are subject to 6% GST.

Physiotherapy Today is published bi-monthly. The deadline for insertion order and material is the 15th of the month prior to publication.

Contact physiomail@opa.on.ca at the OPA Office:

210-55 Eglinton Ave East

Toronto, ON

M4P 1G8

Tel. 416.322.6866

Fax. 416.322.6705

Email. physiomail@opa.on.ca

Website. www.opa.on.ca

INTERESTED IN ADVERTISING ON OUR WEBSITE

Contact Harry Lewington, Internet DataBase Technologies

550 Alden Road, Suite 209 Markham, Ontario L3R 8N5

Tel. 905.477.5588 Fax. 905.477.5589 E-mail. hw1@idbt.com

INSERT INFORMATION

Inserts are available for all 6 issues per year. The insert can be in colour and can be printed on both sides. The insert price is \$1500.

At \$1,500 per insert, advertisers will save \$320 if they purchase an insert placement instead of two full pages.

Please contact us to find out when we offer this great advertising opportunity. Limited space is available so contact us to reserve your spot for the next outgoing issue.

PACKAGE DEALS

Feel free to take advantage of these three package deals from the OPA.

- 1) Purchase two consecutive ad placements of 1/3 of a page or larger and we will place a free 1/9 of a page ad in the following issue or,
- 2) If the same ad is repeated over six consecutive issues, we will provide the seventh ad free of charge or,
- 3) Purchase an ad placement for 12 consecutive issues and we will drop 3 issue charges.

PDF GUIDELINES

Sportswood uses an application called Acrobat Distiller to create all our pdf files.

PDF files received by Sportswood should be PRINT QUALITY, PRE-PRESS QUALITY or HIGH-RES.

PDF files that are for Screen Purposes or document swap are not print quality and are RGB colour. This type of file cannot be used for printing.

The PDF file should be Acrobat 4 compatible.

If you have Acrobat Distiller, we have a set of job Options created that you can use to setup your program to create Print Quality files.

When generating a PDF file either through Acrobat Distiller or the Native Application these are some guidelines to keep in mind.

- Colours should be B&W/Grayscale.
- PDF files should be optimized at 2400 dpi. (Print Quality).
- Colour bitmap images should be generated at 300 dpi, Maximum Quality.
- Grayscale images should be generated at 300 dpi, Maximum Quality.
- Monochrome images should be generated at 1500 dpi, Maximum Quality.
- Embed ALL Fonts!
- Leave the colours unchanged. Don't convert to RGB etc.

A Detailed Illustration of Distiller options are available upon request

Full Page
9.75" x 7.25"
9 3/4 x 7 1/4
\$910.00

2/3 Vertical Page
9.75" x 4.75"
9 3/4 x 4 3/4
\$805.50

1/3 Vertical
9.75" x 2.25"
9 3/4 x 2 1/4
\$436.00

1/3 Square Page
4.75" x 4.75"
4 3/4 x 4 3/4
\$436.00

1/6 Vertical
4.75" x 2.25"
4 3/4 x 2 1/4
\$247.50

1/9 Horizontal
3.125" x 2.25"
3 1/8 x 2 3/4
\$ 165.00

1/6 Horizontal Page
2.25" x 4.75"
2 1/4 x 4 3/4
\$247.50

1/2 Horizontal Page
4.75" x 7.25"
4 3/4 x 7 1/4
\$607.00

2/9 Vertical
6.5" x 2.25"
5 1/2 x 2 1/4
\$302.50

2/9 Horizontal Page
3.125" x 4.75"
3 1/8 x 4 3/4
\$302.50

2/3 Horizontal Page
4.75" x 7.25"
4 3/4 x 7 1/4
\$808.50

1/3 Horizontal Page
3.125" x 7.25"
3 1/8 x 7 1/4
\$436.00