

C.S.A.O. eNewsletter, your link to every hospital in Ontario.

The C.S.A.O. eNewsletter is delivered directly to the mailbox of the industry decision makers. As a valuable information source, our eNewsletter is frequently forwarded to others — creating increased exposure for your advertising message.

Our official quarterly eNewsletter can connect your company to hospital administrators, infection control officers, material managers, purchasing departments, operating room staff, registered nurses, managers, certified technicians, support workers and other medical associations.

Our members understand that C.S.A.O eNewsletter is made possible from vendor support and recognize the importance of doing business with the vendors who support their association. From sterilizers to cleaning solutions and supplies, our members know they can select vendors from their official publication with confidence.



Sample

About the Association

For more than four decades the Central Service Association of Ontario (C.S.A.O.) has worked to promote effective healthcare central service through education, professional development and advocacy.

Your advertising dollars do more than just spread your company's name. Purchasing an ad in the C.S.A.O. eNewsletter supports C.S.A.O. as we work to ensure strong government relations and increased funding for hospitals across Ontario.

VERTICAL BANNERS (120 X 240 pixels)

- Four advertisers per issue
- JPG only (animation and Flash/SWF files are not accepted)
- File size must be no greater than 100kb

CONTACT:

Kim Davies
Project Manager
(800) 665-2456 Ext. 423
KDavies@naylor.com



SPACE RESERVATION FORM

To be included in the official *C.S.A.O. eNewsletter*, please select from the options below, then return the completed form to your Naylor account executive immediately.

Advertisements must be JPG (animation and Flash/SWF files are not accepted), as long as the total file size does not exceed 100kb. Contract advertisers may change their ad artwork once a month at no additional cost.

Advertisers will receive campaign-performance reports that detail monthly ad impressions and click-throughs on an as-requested basis.

PLEASE SELECT YOUR FREQUENCY:

*When renewing online ads, priority and first right-of-refusal will be given to advertisers who committed to 12 months. All other companies will be renewed on a first-come, first-served basis.

1 Issue	2 Issues	3 Issues	4 Issues
<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$2,200	<input type="checkbox"/> \$2,900	<input type="checkbox"/> \$3,500

All advertisers will receive an invoice for the total amount, due upon activation.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ Province/State: _____ Postal Code/Zip: _____

Phone: _____ Fax: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the date of this contract. (CES-N0009 LR 11/3/08 CES-N0008)



Sign and return to:

Kim Davies

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