



CENTRAL SERVICE ASSOCIATION OF ONTARIO

Capture your share of Ontario's \$46.1 billion health sector funding.

The C.S.A.O. Advantage

- Annual **funding of the Ontario Health Sector has increased by \$16.7 billion** since 2003 and health care spending is expected to continue to increase over the next decade.
- C.S.A.O. publications are **sent directly to all hospitals in Ontario**, as well as hospitals in British Columbia, Alberta, Saskatchewan, Quebec, New Brunswick and staff in the United States.
- C.S.A.O. **members are the decision-makers** who approve purchases of materials, products and services on behalf of their healthcare organizations.

Who We Are

Since 1963, The Central Service Association of Ontario (C.S.A.O) has continued to support healthcare central service by promoting and providing education opportunities for all members, as well as professional development and advocacy.

Maximize your investment

Put your advertisement to work for you--reach the people who count. C.S.A.O. publications are received by:

- hospital administrators
- materials managers
- technicians
- infection control officers
- purchasing departments
- registered nurses
- managers
- operating room staff

Interested in advertising? Please contact:

Kim Davies

Project Manager
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kdavies@naylor.com



IN PRINT AND ONLINE

Connect with C.S.A.O. members throughout the year

C.S.A.O. News

C.S.A.O News features coverage of the latest topics, trends and regulatory updates. C.S.A.O. members rely on the magazine to stay up-to-date about the latest products and services to hit the market.



C.S.A.O. eNewsletter

Whether in the office or on the go, members and non-member subscribers can stay informed of the latest industry developments and association news.



Past advertisers in C.S.A.O. News and C.S.A.O. eNewsletter include:

- | | |
|--------------------------------------|------------------------------------|
| 3M Canada | London Hospital Linen Service Inc. |
| Acart Equipment Ltd. | Med-I-Pant Inc. |
| Altasure Canada | Medique Medical Supplies |
| AMG Medical | Naylor, LLC |
| Canada Endoscope Corp | Scican |
| Cardinal Health | Steris Corporation |
| Doubletree by Hilton Toronto Airport | Surgical Products Specialty |
| Ecolab Inc. | Tagg Design Inc |
| Falcon Fire Technologies Inc | The Hubscrub Company, Inc. |
| Getinge/Castle Canada Ltd. | The Stevens Company Limited |
| Kimberly-Clark Corp. | Trudelle Medical |

To learn more about C.S.A.O, visit:

www.csao.net



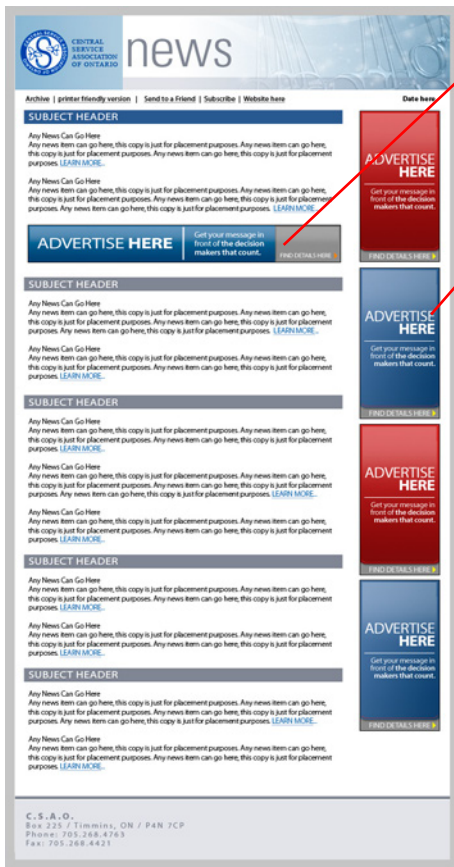
C.S.A.O eNewsletter

About the C.S.A.O. eNewsletter - <http://www.naylornetwork.com/CES-nwl/>

Now more than ever, professionals consume information on the go. Our C.S.A.O. eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of hospital administrators, infection control officers, material managers, purchasing departments, operating room staff, registered nurses, managers, certified technicians, support workers and other medical associations on a regular basis
- Frequently forwarded to others for additional exposure
- Cross-promoted in other C.S.A.O. publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork with every issue at no additional cost to promote time-sensitive offers and events



Horizontal Banner

4 Issues | \$4,200 3 Issues | \$3,450 2 Issues | \$2,625 1 Issue | \$1,680

- Only one spot available – NO ROTATION
- Located between popular sections of the eNewsletter

Vertical Banner

4 Issues | \$3,675 3 Issues | \$3,045 2 Issues | \$2,310 1 Issue | \$1,430

- Only four spots available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

Distributed Quarterly

Sections include

- Message from the President
- Message from the Vice President
- Education Report
- Chapter Report
- Special Events
- Articles of Interest
- And more!

C.S.A.O. eNewsletter Specs

Vertical Banner

- 120 x 240 pixels
- JPG only (no animation)

Horizontal Banner

- 468 x 600 pixels
- JPG only (no animation)



C.S.A.O eNewsletter

C.S.A.O. eNewsletter Branding Opportunities

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

Advertisements must be in JPG format (animation and Flash/SWF files are not accepted) and the total file size must 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.

Horizontal Banner

1 Issue | \$1,680 2 Issues | \$2,625 3 Issues | \$3,450 4 Issues | \$4,200

Vertical Banner

1 Issue | \$1,470 2 Issues | \$2,310 3 Issues | \$3,045 4 Issues | \$3,675

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

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

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

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

Phone: _____ Fax: _____

E-mail: _____ Website: _____

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 this contract. (CES-N0011)

Please sign and return to:

