

Ear to the ground

MEDIA KIT



Get your message out to more than 90% of Ontario's damage prevention industry!

Ear to the Ground bi-annual magazine | *ORCGA Report* eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

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www.orcga.com

Ontario Regional
ORCGA
Common Ground Alliance

NAYLOR
ASSOCIATION SOLUTIONS

Ear to the Ground

ONTARIO REGIONAL COMMON GROUND ALLIANCE



ORCGA has over 500 members who represent the majority of the underground infrastructure damage prevention industry in Ontario.



The damage prevention industry in Ontario spends more than \$10 million annually on products and services.



The ORCGA represents over 90% of Ontario's damage prevention industry.



Ear to the Ground

bi-annual magazine
Print & Digital

naylornetwork.com/rgc-nxt



ORCGA Report eNewsletter

Distributed 16x per year!

Reach Your Audience

Our members represent 9 out of 10 of the companies working in Ontario's damage prevention industry. In addition to our over 500 members, the following contacts receive our magazine:

- All telecommunication companies
- All 444 Municipalities in Ontario
- All 88 Electrical Distribution Companies in Ontario
- Construction and Safety Organizations
- ORCGA committee members
- Copies are also available at various industry events throughout the year.

Connect your business to the key purchasers for Ontario's damage prevention industry!

Contact your Naylor account executive today!

Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Colour Rates		1x	2x
Double Page Spread		\$3,999.50	\$3,799.50
Outside Back Cover		\$2,989.50	\$2,869.50
Inside Front or Inside Back Cover		\$2,799.50	\$2,679.50
Full Page		\$2,399.50	\$2,279.50
1/2 Page		\$1,659.50	\$1,579.50
1/3 Page		\$1,249.50	\$1,189.50
1/4 Page		\$899.50	\$849.50
1/8 Page		\$569.50	\$539.50
Black-and-White Rates		1x	2x
Full Page		\$1,839.50	\$1,749.50
1/2 Page		\$1,169.50	\$1,109.50
1/3 Page		\$889.50	\$849.50
1/4 Page		\$679.50	\$649.50
1/8 Page		\$409.50	\$389.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition Branding Opportunities

Digital Sponsorship and Skyscraper | \$675

Digital Belly Band with Toolbar | \$675

Digital Leaderboard | \$625

Online Specifications - For more information, visit: www.naylor.com/onlinespecs



Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

(Rates as of October 2017)

Digital Edition - www.naylornetwork.com/rgc-nxt

In addition to print, *Ear to the Ground* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the ORCGA's website. An archive of issues is available, securing your ad a lasting online presence.*

Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the issue online or download and print for later

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

On average, the digital edition receives:
Over 450 total opens and over 9,500 total page views

(2016-2017)

Ad Positions



Digital Large Toolbar | Free with Belly Band

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

Digital Leaderboard | \$625

Located at the top of the digital edition, the leaderboard ad is displayed the entire time the publication is open, giving your message constant and lasting exposure.

Digital Sponsorship with Skyscraper | \$675

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Digital Skyscraper | Free with purchase of Sponsorship

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Edition Belly Band with Toolbar | \$675

Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

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About the eNewsletter

Now more than ever, professionals consume information on the go. Our *ORCGA Report* monthly 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 decision-makers on a regular basis
- In addition to ORCGA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other ORCGA 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 monthly at no additional cost to promote time-sensitive offers and events



1st Sponsored Content

12 Months | \$2,500

- 180 x 150 thumbnail graphic. Can be logo or product image (.JPEG or .PNG file, @72 dpi, RGB), no more than a small tagline of text, no contact info included. Not to be treated as a regular banner ad.
- Headline: Advertiser supplies 3-6 words.
- Summary text: Advertiser supplies 30-50 words.
- Web Link: Advertiser supplies URL to link at bottom of text.

Top 2 Rectangles (300 x 250 pixels)

12 Months | \$2,250

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter

2nd Sponsored Content

12 Months | \$2,000

Middle 2 Rectangles

12 Months | \$1,750

Bottom 2 Rectangles

12 Months | \$1,500

Distributed monthly, with 4 bonus issues!

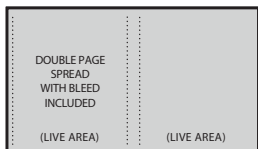
Sections include

- Hot Topics
- News Briefs
- Upcoming Events

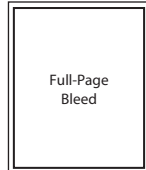
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



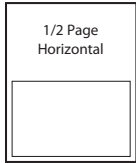
17" x 11.125"
(7" x 9.5" LIVE PER PAGE)



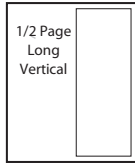
8.625" x 11.125"



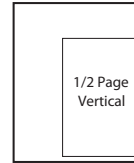
7" x 9.5"



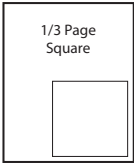
7" x 4.583"



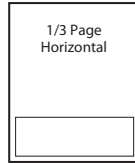
3.333" x 9.5"



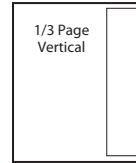
4.583" x 7"



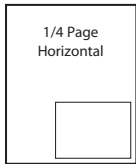
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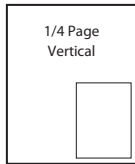
7" x 3"



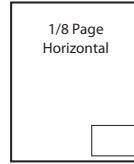
2.166" x 9.5"



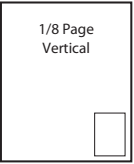
4.583" x 3.333"



3.333" x 4.583"



3.333" x 2.166"



2.166" x 3.333"

Specs for Outsert

1 Pg / 1 Surface 8.375" x 10.875"

Postcards 6" x 4.25"

1 Pg / 2 Surface 8.375" x 10.875"

Heavy Card Stock Insert 8.25" x 10.75"

2 Pg / 4 Surface 8.375" x 10.875"

Postal flyersheets 8.5" x 11"

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"

Full-Page Live Area: 7" x 9.5"

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Digital Edition - For more information, visit: www.naylor.com/onlinespecs