



MEDIA PLANNER

OSCA Today tri-annual magazine
OSCA.ca website
OSCA News eNewsletter

CONTACT

Tracy Goltsman

Publication Director, Naylor Association Solutions
Toll Free (800) 665-2456 ext. 4437
tgoltsman@naylor.com



OSCA / ACOSO

OSCA/ACOSO: THE CONNECTION

The Ontario School Counsellors' Association provides professional leadership, support, advocacy and resources to school counsellors, educators, educational stakeholders, parents and students. We are one of the largest school counsellor associations in Canada and our membership includes:

- Guidance Counsellors
- Career Counsellors
- Directors of Education
- Ministry of Education Officials
- Presidents of Counselling Organizations



OSCA / ACOSO

OSCA/ACOSO: THE AUDIENCE



We are one of the largest school counsellor associations in Canada.



Our membership includes school counsellors from across Ontario, Canada and around the world.



Ontario counsellors oversee the educational development of more than

1.4 million elementary students.

700,000 secondary school students.



OSCA's media program reaches **100%** of our members, who include teachers and guidance counsellors in elementary and secondary public, Catholic, and private schools across Ontario. Publications also reach Ministry of Education representatives, liaison personnel, and registrars from Ontario's universities and public and private colleges.

MEDIA MENU



OSCA / ACOSO

OSCA Today Magazine

OSCA's official tri-annual magazine offers an in-depth look at important industry trends, and is available in both print and digital. Each issue of the magazine is emailed to readers and posted on the OSCA website.



Osca.ca Website Advertising

The official website of OSCA/ACOSO provides important information on industry resources and tools, relevant events, and important association news.

On average
OSCA.ca
receives over 7,000
impressions per
month.

(2/2018 - 8/2018)

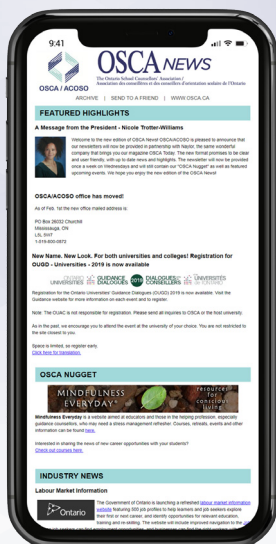


OSCA News eNewsletter

OSCA/ACOSO eNewsletter is delivered to nearly 500 members in Ontario every week which allows members to stay informed about timely industry topics and association news whether they are in the office or on the go.

Let us customize an
advertising program that
fits your needs and budget.

Contact your Naylor account
executive today for more
information.



OSCA Today MAGAZINE

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	3x
Double Page Spread	\$5,009.50	\$4,759.50	\$4,509.50
Outside Back Over	\$3,969.50	\$3,809.50	\$3,659.50
Inside Front or Inside Back Cover	\$3,739.50	\$3,579.50	\$3,429.50
Full Page	\$3,139.50	\$2,979.50	\$2,829.50
1/2 Page	\$1,709.50	\$1,619.50	\$1,539.50
1/3 Page	\$1,509.50	\$1,429.50	\$1,359.50
1/4 Page	\$1,009.50	\$959.50	\$909.50
1/8 Page	\$709.50	\$669.50	\$639.50

Black-and-White Rates	1x	2x	3x
Full Page	\$2,339.50	\$2,219.50	\$2,109.50
1/2 Page	\$1,529.50	\$1,449.50	\$1,379.50
1/3 Page	\$1,239.50	\$1,179.50	\$1,119.50
1/4 Page	\$859.50	\$819.50	\$769.50
1/8 Page	\$619.50	\$589.50	\$559.50

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.

OSCA Today Digital Edition Branding Opportunities

- ☐ HTML5 | \$1,000
- ☐ Leaderboard | \$850
- ☐ Rectangle | \$850
- ☐ Top TOC Mobile Banner | \$300
- ☐ Bellyband and 2nd TOC Mobile Banner | \$775
- ☐ Video Sponsorship | \$580
- ☐ Large Insert | \$1,000
- ☐ Medium Insert | \$1,000

For a complete online guidelines, visit: www.naylor.com/onlinespecs



OSCA / ACOSO



OSCA Today MAGAZINE DIGITAL EDITION

Extend your print advertising investment with the unique benefits of digital media.

OSCA Today is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issues for readers to reference at any time.

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!



In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$1,000

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$580

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

- Large Insert | \$1,000
- Medium Insert | \$750

Digital Bellyband | \$775

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

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1 Leaderboard (all views) | \$850

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Run of Site Rectangle (all views) | \$850

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 First TOC Mobile Banner | \$300

4 2nd TOC Mobile Banner | Complimentary with Bellyband

OSCA/ACOSO WEBSITE ADVERTISING WWW.OSCA.CA

Advertising on the OSCA/ACOSO website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors can access www.osca.ca to learn about all aspects of guidance and career education in Ontario and across Canada. Advertising on www.osca.ca offers several cost-effective opportunities to position your company as a leader in front of influential education professionals in Ontario.

Features of OSCA/ACOSO website advertising:

- Cross-promoted in other OSCA/ACOSO publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchase
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion



On average
OSCA.ca receives
over 7,000 impressions
per month.

(2/2018 - 8/2018)

Tile Ads 125 x 125 pixels

Run of Site! Appear on every page of the website! Only two positions available, maximum of three ads rotating per position.

12 months | \$3,000

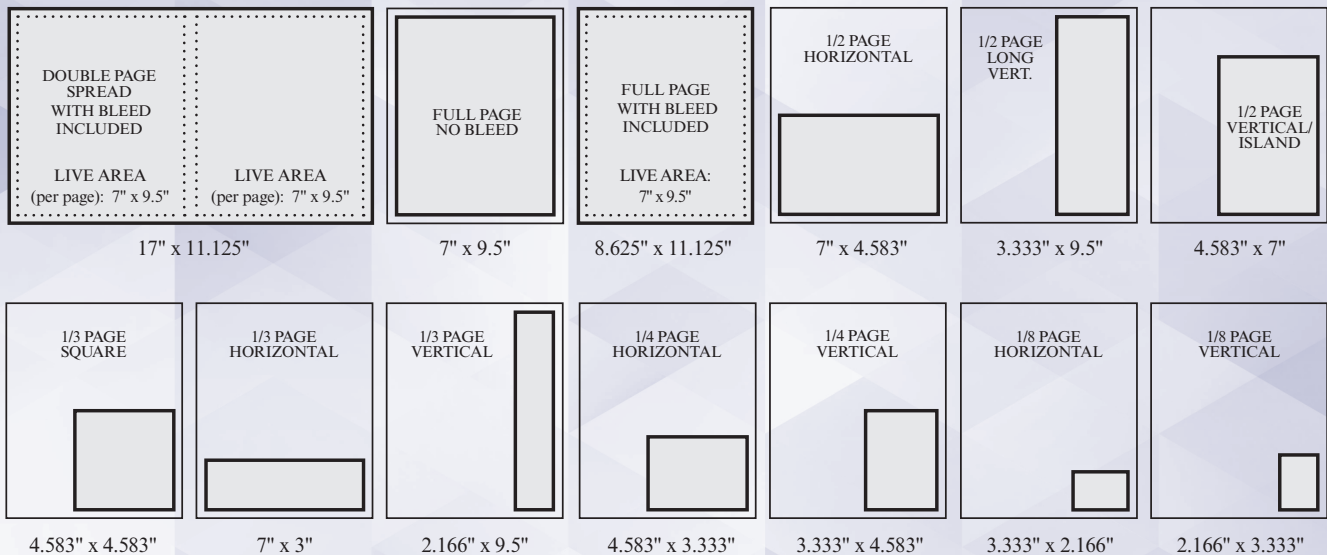
More about the OSCA/ACOSO website:

- Traffic is from elementary and secondary counsellors and teachers, students, parents and other educational professionals.
- The OSCA/ACOSO website hosts the Ontario Skills Passport for the Ontario Ministry of Education, which is used by a wide range of community-based career providers.
- We are approached often by other educational and career websites who wish to link to our site; this has increased our traffic-count.

PRINT ADVERTISING SPECIFICATIONS

OSCA Today

Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the LIVE AREA within any full-page or DPS ads may be cut off. Please keep important elements 0.25" away from trim and center fold.

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.

Specs for Outsert/Inserts Magazine

1 Page / 1 surface: 8.375" x 10.875"

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 4 surface: 8.375" x 10.875"

Postcards: 6" x 4.25"

Heavy Card Stock Insert: 8.25" x 10.75"

Ad Material Upload

Go to the Naylor website at www.naylor.com, click on "Client Support." Under Advertisers menu option on the bottom left, click on "Ad Upload". Locate your publication code, advertising order number and advertising code in the box at the top righthand side of your Advertising Space Contract. Simply fill in your company's contact information along with these three pieces of information, attach your files and click "Submit."

Production Services, Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

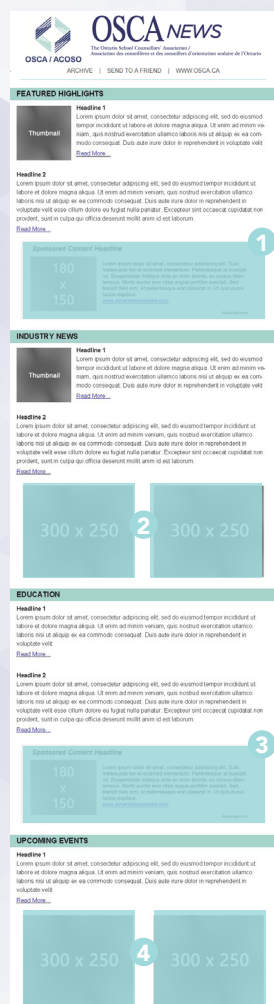
Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

OSCA News eNewsletter

Now more than ever, professionals consume information on the go. Our *OSCA News* 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 nearly 500 OSCA members on a weekly basis
- In addition to nearly 500 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 OSCA publications and communication 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



1 1st Sponsored Content | 12 months: \$3,000

- NO ROTATION
- 180 x 150 pixels thumbnail graphic
 - Can be logo or product image (JPEG, PNG file @72dpi, RGB)
 - Can have 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 no email addresses

2 1st Set of Rectangles | 12 months: \$2,750

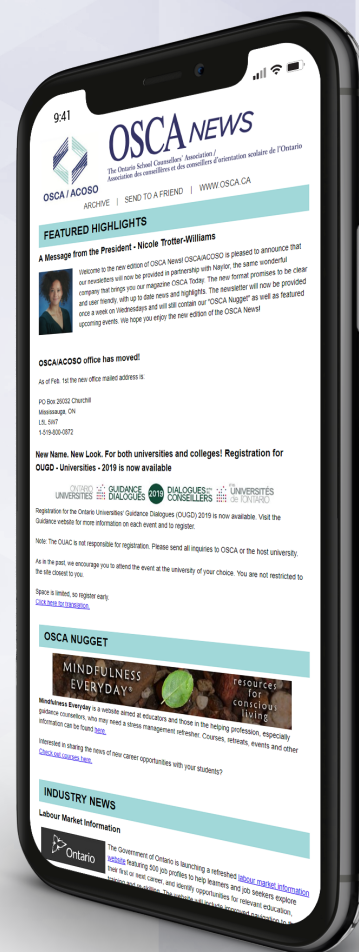
- 300 x 250 pixels

3 2nd Sponsored Content | 12 months: \$2,500

4 2nd Set of Rectangles | 12 months: \$2,450

Sections Include:

- Featured Highlights
- Industry News
- Education
- Upcoming Events
- Subscribers' Lounge



For the latest online specs, please visit www.naylor.com/online specs

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. Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.