

Advertising Rate Card



The FILTER publication is the official Journal of the OAMRT published 6 times per year.

Submission Deadlines are:
January/February - December 1
March/April - February 1
May/June - April 1
July/August - June 1
September/October - August 1
November/December - October 1

Web Site Ads

For further information regarding Web Site Advertising and Recruiting, please call Head Office at 1-800-387-4674 Ext. 103
www.oamrt.on.ca

Head Office
P.O. Box 1054
233 Colborne St., Suite 101
Brantford, Ontario
N3T 5S7

Telephone: 1-800-387-4674

Fax: 519-753-6408

E-mail: publications@oamrt.on.ca

INSERTS

Inserts are based on earned black and white space plus Maximum weight of stock: a) Single Leaf—80 lbs, b) Multiple Page Inserts—70 lbs. Inserts from U.S.A. must show 'Printed in U.S.A.' Ship inserts to:

Beck's Printing Services, 75 Empey Street, Brantford, Ontario. N3R 7R1.
Cost of placing inserts into the magazine will be billed to the advertiser.

MATERIAL REQUIRED

As black and white and one (1) colour: Press ready digital artwork required. Four (4) colour: Press ready digital artwork required.

COPY AND CONTRACT REGULATIONS

1. Advertisers and advertising agencies assume liability for all content (including text, representation and illustrations).
2. Advertiser and advertising agency agree that the publisher shall be under no liability for their failure for any cause to insert any advertisement.
3. Advertiser and their agency are jointly responsible for payment of advertising published.
4. All advertising material is subject to approval of the publisher.
5. Cancellations cannot be accepted after closing date of the six weeks preceding publication.
6. \$100 single leaf with overleaf available to publishers, add 25% extra. Overleaf to be left blank and 40% extra. Inserts should be supplied untrimmed 8 5/16" x 11 3/16".
7. Advertisers are advised to contact Sharon Gardner at Ext. 103 regarding 4 colour process contract rates and re-order details.

STANDARD BLACK AND WHITE RATES

TOTAL COST PER NUMBER OF ISSUES 2010



SIZE & PLACEMENT	1 ISSUE	6 ISSUES 25 % Discount	WEB SITE ADS
COVERS — TYPE	NET COST	6 ISSUES	CALL HEAD OFFICE
Inside Front—Full Page	\$800	\$3,600	For Education And Classified Ads \$400 1-800-387-4674 Ext. 103 www.oamrt.on.ca
Inside Front—Half Page	\$500	\$2,250	
Inside Back—Full Page	\$800	\$3,600	
Inside Back—Half Page	\$500	\$2,250	
Outside Back—Full Page	\$1,250	\$5,625	
INSIDE PAGES	NET COST	6 ISSUES	CIRCULATION DATE
1/4 Page	\$300	\$1,350	Volume No. 45, 2010
1/2 Page	\$400	\$1,800	Jan/Feb: 2nd week of January
Full Page	\$700	\$3,150	Mar/Apr: 2nd week of March
Center Spread	\$2,000	\$9,000	May/June: 4th week of April
CLASSIFIED	NET COST	6 ISSUES	July/Aug: 2nd week of July
1/4 Page	\$250	\$1,125	Sept/Oct: 2nd week of September
1/2 Page	\$350	\$1,575	Nov/Dec: 2nd week of November
Full Page	\$650	\$2,925	
EDUCATION ADS	NET COST	6 ISSUES	FILTER SUBSCRIPTIONS
Any Size	\$400	\$1,800	\$30 National / \$40 International
WEB BANNER ADS	\$450 / year	Edits: \$25	

Pantone Matched: \$450 per ad per page
Standard Colours: Process Blue & Black
4 Colour Process: \$1,200 per ad

PAGE SIZE SPECIFICATIONS:

Trim Page 8 1/4 x 10 3/4
Bleed 8 3/8 x 10 7/8
Line Screen up to 200

ONTARIO ASSOCIATION OF MEDICAL RADIATION TECHNOLOGISTS

FILTER helps you reach your target audience in a highly competitive market: Technologists who specialize in Radiography, C.T., M.R.I., P.E.T., Radiation Therapy, Nuclear Medicine and Ultrasound.

FILTER is published in hard copy, and included in these advertising rates, you will receive free on-line posting on our Web Site, thereby expanding your profile and advertising dollars.