

# Ontario Association of Medical Radiation Technologists

## Advertising Rate Card 2012 - FILTER Journal and Website



**FILTER** is the official Journal of the OAMRT published online six times per year.

### Submission Deadlines are:

January/February – December 1  
March/April – February 1  
May/June – April 1  
July/August – June 1  
November/December – October 1

### Website & Banner Ads:

For further information regarding Website advertising, banner ads, recruitment and employment, education and courses, please contact 1-800-387-4674 Ext. 103

### OAMRT Head Office

P.O. Box 1054  
Brantford, Ontario  
N3T 5S7

### Courier Address:

OAMRT Head Office  
233 Colborne Street, Suite 101  
Brantford, Ontario  
N3T 2H4

Email: [publicaations@oamrt.on.ca](mailto:publicaations@oamrt.on.ca)

URL: [www.oamrt.on.ca](http://www.oamrt.on.ca)

## INSERTS

The FILTER Journal is produced on standard 8 1/2 x 11 paper and is posted on our website in full colour. At your request, a hard copy can be produced and forwarded to you with your invoice following the web posting.

Material required would be press ready digital artwork sent as a pdf file by email to [publications@oamrt.on.ca](mailto:publications@oamrt.on.ca)  
Inquiries are to be directed to Sharon Gardner at 1-800-387-4674 Ext. 103

## 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.

### ANTICIPATED POSTING DATE:

January/February Issue: 4<sup>th</sup> week of January  
March/April Issue: 4<sup>th</sup> week of March  
May/June Issue: 4<sup>th</sup> week of May  
July/August Issue: 4<sup>th</sup> week of July  
November/December Issue: 4<sup>th</sup> week of November

PHONE

FAX

WEB

# Standard Rates

## Total Cost Per Number of Issues - 2012

SIZE & PLACEMENT	ISSUE	6 ISSUES	WEBSITE ADS
<b>COVERS</b>	<b>NET COST</b>	<b>25% DISCOUNT</b>	<b>CALL HEAD OFFICE</b>
Inside Front – Full Page	\$800	\$3,600	For Education & Classified
Inside Front – Half Page	\$500	\$2,250	\$400 - Any size
Inside Back – Full Page	\$800	\$3,600	
Inside Back – Half Page	\$500	\$2,250	1-800-387-4674 Ext.103
Outside Back – Full Page	\$1,250	\$5,625	

INSIDE PAGES	NET COST	6 ISSUES	FILTER SUBSCRIPTIONS
¼ Page	\$300	\$1,350	\$30 National
½ Page	\$400	\$1,800	\$40 International
Full Page	\$700	\$3,150	
Centre Spread	\$2,000	\$9,000	

CLASSIFIED	NET COST	6 ISSUES
¼ Page	\$250	\$1,125
½ Page	\$400	\$1,575
Full Page	\$650	\$2,925

EDUCATION ADS	NET COST	6 ISSUES
Any Size	\$400	\$1,800

WEB BANNER ADS	EDITS
Size to be determined	\$450 / year \$25/request

EBLAST		
Electronic distribution to all Disciplines	\$1,500	For Individual Disciplines, Contact Head Head Office at 1-800-387-4674 Ext. 106

### TRIM PAGE

#### SPECIFICATIONS:

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

**FILTER** helps you reach your target audience in a highly competitive market and keeps our Members informed who are Technologists specializing in Radiography, CT, MRI, PET, Radiation Therapy, Nuclear Medicine and Ultrasound.

**FILTER** is published online six times per year. A hard copy will be forwarded to you upon request and included with your advertising invoice.