

OTTAWA VALLEY **BUSINESS**

The Business Media
of the Ottawa Valley.



2008 ADVERTISING RATE CARD

About Ottawa Valley Business

OVB is a business-focused publication that is circulated monthly by email. We cover and promote business in the Ottawa Valley and surrounding areas. OVB has been publishing since June 2006.

Who Are The OVB Subscribers?

Total Subscribers: 1,852 (as of January 2008)

90%: Business subscribers

9%: Municipal government subscribers

1%: Non-business subscribers

Where Are The OVB Subscribers?

Ottawa Valley Subscribers: 93%

29%: Pembroke, Laurentian Valley

13%: Arnprior, McNab-Braeside

12%: Killaloe, Hagarty & Richards, Madawaska Valley, Brudenell, Lyndoch & Raglan

11%: Renfrew, Horton

9%: Petawawa

9%: North Algona Wilberforce, Bonnechere Valley, Greater Madawaska, Admaston-Bromley

6%: Laurentian Hills, Deep River, Head, Clara & Maria, Mattawa & Mackey

4%: Whitewater Region

Area Subscribers (Quebec, Ottawa, Smiths Falls etc.): 6%

4%: Smiths Falls, Almonte, Ottawa & Area

1%: Quebec (Shawville, Fort Coulonge, Chapeau, etc.)

1%: Denbigh, Bancroft, Maynooth

Other Subscribers in Ontario: 1%

Contact Us

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OVB is located above Runge Stationers in Downtown Pembroke. Appointments are required.

(The information in this Rate Card is accurate as of January 2008. In some cases, percentages may not add up to 100% due to rounding.)

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Advertising Rates

POPULAR AD SIZES

Column Builder (1.725" wide x 2.0" high) \$55
Business Card (3.65" wide x 2.0" high) \$137.50
Quarter Page (3.65" wide x 4.5" high) \$247.50
Quarter Page (5.575" wide x 3.0" high) \$247.50
Banner (7.5" wide x 2.5" high) \$330

BUILD AND PRICE YOUR CUSTOM AD

You can build and price your own ad with the following formula: # Columns x # inches x \$27.50
Example: 3 columns x 4 inches x 27.50 = \$330

The maximum ad size is: 7.5" wide x 9.0" high.

All pricing includes the design of the ads. Colour is included at no additional charge.

Deadlines

Your deadline to reserve ad space in OVB is the 9th day of each month. (ie: February 9th for the February 15th issue). OVB publishes on the 15th day of each month.

File Formats

Graphic design is included in the price of your ad. However, if you choose to submit your own ad, please send it in one of the following formats: JPEG, TIFF, CorelDRAW or PDF. Please ensure all submissions are high resolution files.

Editorial Opportunities

OVB offers several editorial opportunities for business. Business owners can contribute to the Entrepreneur Experience column with a tip or lesson learned in business. Submissions are also accepted for A Matter of Fact and business events calendar.



Discount Opportunities

CHAMBER DISCOUNT

Members of the Upper Ottawa Valley Chamber of Commerce receive a 25% discount on all ads. This discount cannot be combined with other discounts.

VOLUME DISCOUNTS

Run your ad three times:
10% discount per ad
Same ad runs three times

Run your ad six times:
15% discount per ad
Same ad runs six times

Run your ad 12 times:
20% discount per ad
Also includes one ad change during the 12 months

Printed Copies

From time to time, we print copies of OVB for promotional use, offering you additional exposure at no additional cost.

www.ovbusiness.com