



## 2011 Media Kit

(Also includes advertising opportunities with Ottawa Valley Jobs.)

## Your Marketing Strategy for Business.

Ottawa Valley Business is a key part of your marketing strategy if you need to reach the people who own and manage businesses in the region, and who make decisions in regional government. We are the key promotional media for the business community and we are dedicated to furthering the business that is done in the Ottawa Valley. Our first issue published in 2006 and we operated as a monthly publication for three years. In 2010, we doubled our issues and began publishing every second week.

### Marketing to Business

#### **ABOUT OUR SUBSCRIBERS**

Ottawa Valley Business is the only publication that goes directly to the businesses of the area. We are read by business owners, managers and employees, as well as employee and elected officials of municipal government.

#### **SUBSCRIBER COUNT: 3,022**

As of October 24, 2010

#### **GEOGRAPHICAL BREAKDOWN**

Note: Due to rounding, percentages may not equal 100

- 30% - Pembroke, Petawawa, Laurentian Valley
- 11% - Carleton Place, Stittsville, Ottawa, Mississippi Mills
- 5% - Kemptville, Perth, Smiths Falls & Lanark County
- 14% - Bancroft, Madawaska Valley, Killaloe, Brudenell
- 13% - Arnprior, Greater Madawaska, Admaston Bromley
- 9% - Renfrew, Horton
- 7% - Bonnechere Valley, Whitewater Region
- 6% - Deep River, Laurentian Hills, Head Clara Maria, Mattawa
- 3% - Quebec
- 4% - Ottawa and Other

Delivered by email as a PDF publication. Available online for download.

Being delivered by email allows our subscribers to read the region's business news wherever they are. Our archives are also stored online for easy access.

### Guidelines for Creative

All advertising rates include production charges for Ottawa Valley Business or OVB Online. The creative copyright rests with Forward Thinking and ads cannot be shared with other media without approval. We will reformat your ad to suit other media for an additional charge. Should you choose to submit your own artwork, we prefer to receive files in JPEG, PDF or TIFF format for the publication. We do not accept graphic design in MS Word or Publisher. Materials supplied digitally must include all fonts, artwork and images. Files need to be 300 dots per inch resolution.

## 2011 Editorial Calendar

**JANUARY 11**

Ottawa Valley Business.

**Deadline | January 4**

**JANUARY 19**

101 Things to do in the Valley.  
Winter Edition.

**Deadline | January 16**

**JANUARY 25**

Ottawa Valley Business.

**Deadline | January 18**

**FEBRUARY 8**

Ottawa Valley Business.

**Deadline | February 1**

**FEBRUARY 22**

Ottawa Valley Business.

**Deadline | February 15**

**MARCH 8**

Ottawa Valley Business.

**Deadline | March 1**

**MARCH 22**

Ottawa Valley Business.

**Deadline | March 15**

**APRIL 5**

Ottawa Valley Business.

**Deadline | March 29**

**APRIL 19**

Ottawa Valley Business.

**Deadline | April 12**

**MAY 10**

Ottawa Valley Business.

**Deadline | May 3**

**MAY 18**

101 Things to do in the Valley.  
Summer Edition.

**Deadline | May 12**

**MAY 24**

Ottawa Valley Business.

**Deadline | May 17**

**JUNE 7**

Ottawa Valley Business.

**Deadline | May 31**

**JUNE 21**

Ottawa Valley Business.

**Deadline | June 14**

**JULY 5**

Ottawa Valley Business.

**Deadline | June 28**

**JULY 19**

Ottawa Valley Business.

**Deadline | July 12**

**AUGUST 2**

Ottawa Valley Business.

**Deadline | July 26**

**AUGUST 16**

Ottawa Valley Business.

**Deadline | August 9**

**AUGUST 30**

Ottawa Valley Business.

**Deadline | August 23**

**SEPTEMBER 7**

101 Things to do in the Valley.  
Fall Edition.

**Deadline | September 1**

**SEPTEMBER 13**

Ottawa Valley Business.

**Deadline | September 6**

**SEPTEMBER 27**

Ottawa Valley Business.

**Deadline | September 20**

**OCTOBER 11**

Ottawa Valley Business.

**Deadline | October 4**

**OCTOBER 25**

Ottawa Valley Business.

**Deadline | October 18**

**NOVEMBER 8**

Ottawa Valley Business.

**Deadline | November 1**

**NOVEMBER 22**

Ottawa Valley Business.

**Deadline | November 15**

**DECEMBER 6**

Ottawa Valley Business.

**Deadline | November 29**

**DECEMBER 20**

Ottawa Valley Business.

**Deadline | December 13**

**2011 Advertising Rates** **Advertising Discounts**

Ad Size	Width	Height	Cost/Ad
1/8 Page	3.645"	2.45"	\$129
1/4 Page Horizontal	7.5"	2.45"	\$245
1/4 Page Vertical	3.645"	4.875"	\$245
1/4 Page Block	5.575"	3.15"	\$245
1/3 Page Horizontal	7.5"	3.25"	\$319
1/3 Page Vertical	3.645"	6.5"	\$319
1/3 Page Block	5.575"	4.25"	\$319
1/2 Page Horizontal	7.5"	4.875"	\$459
1/2 Page Vertical	3.645"	9.5"	\$459
1/2 Page Block	5.575"	6.5"	\$459
2/3 Page Horizontal	7.5"	6.5"	\$599
Full Page	7.5"	9.75"	\$799

25%	Chamber of Commerce Member
20%	Book the same ad space for 19+ issues
15%	Book the same ad space for 15-18 issues
12%	Book the same ad space for 11-14 issues
8%	Book the same ad space for 7-10 issues
5%	Book the same ad space for 3-6 issues

**Join Us on Facebook for Free!**

If you have a business or organization page on Facebook, send us the link and we will add you to our Favourites.

You can find us on Facebook by searching Ottawa Valley Business.



**Online Advertising**

Type of Ad	Placement	Width	Height	Cost
Premium	Top right of every page.	571 pixels	100 pixels	\$159/month
Single Block	Left or right side of every page.	210 pixels	100 pixels	\$59/month
Double Block	Left or right side of every page.	210 pixels	210 pixels	\$89/month
Banner	Real estate, blog, tenders, organizations.	428 pixels	100 pixels	\$89/month
Business Directory	Listing includes copy and logo.		-	\$99/year
Organizations Directory	Listing includes copy and logo.		-	\$99/year



## Post Your Job on the Region's Exclusive Job Board for Ottawa Valley Employers

- Available exclusively to Ottawa Valley employers.
- 75,000+ hits per month (as of November 2010).
- Jobs are posted within 24 hours.
- We invoice you – you don't have to pay upfront.
- Unlimited space to write your job description.
- Multiple job categories available.
- You posting is available 24 hours a day.
- Weekly updates to our fans on Facebook.

### Job Postings

Type of Ad	Total Cost	Cost Per Posting	Savings
Individual Job Posting	\$75	\$75.00 per posting	-
Package of 10 Job Postings	\$699	\$69.90 per posting	\$5.10 per posting
Package of 25 Job Postings	\$1499	\$59.96 per posting	\$15.04 per posting
Package of 50 Job Postings	\$2499	\$49.98 per posting	\$25.02 per posting

- You can also submit your job to us in Word or as a PDF and we can post it for you.
- Package postings expire one year from date of first posting. Packages will be billed with first ad posted.
- All postings are live for 60 days or until an earlier date as chosen by the employer.
- Only openings in the Ottawa Valley may be posted at [www.ovjobs.ca](http://www.ovjobs.ca).

### Online Advertising

Type of Ad	Placement	Width	Height	Cost
Single Block	Left hand side of every page.	186 pixels	120 pixels	\$59/month
Double Block	Left hand side of every page.	186 pixels	240 pixels	\$89/month
Banner	Top or bottom of every page.	573 pixels	120 pixels	\$159/month

### Advertising Discounts

25%	Chamber of Commerce Member	10%	Book the same ad space for 6-9 months
20%	Book the same ad space for 10-12 months	5%	Book the same ad space for 3-5 months

Post Your Job Where People Are Looking: [www.ovjobs.ca](http://www.ovjobs.ca)