



The OTTAWA SOUTH COMMUNITY
ASSOCIATION REVIEW
260 SUNNYSIDE AVE,
OTTAWA, ONTARIO K1S 0R7

ADVERTISING MANAGER – GAYLE WEITZMAN

613-730-1058 oscarads@oldottawasouth.ca

ADVERTISING RATES VALID TO JULY/AUGUST 2018

The OSCAR is a monthly community-based publication published by the Ottawa South Community Association (OSCA). No subsidies are received: publication is funded entirely by advertising.

MARKET AREA: 4,300 copies are delivered monthly to residences and businesses in Old Ottawa South (approx. 7,000 residents): 65% to residences in Old Ottawa South; 35% to community facilities/retail/commercial/institutional in Old Ottawa South and the Glebe.

The delivery coverage area includes Bronson Ave. to Main Street and from the Canal to the Rideau River. OSCAR's are available at the Sunnyside Public Library, at the Old Ottawa South and Glebe Community Centres and at Brewer Pool and Arena. Many Bank Street businesses in Old Ottawa South, and also some businesses in the Glebe, receive a supply of papers.

DEADLINES for 2017-2018: September 15 (October issue); October 13 (November issue); November 17 (December issue); December 15 (January issue); January 12 (February issue); February 16 (March issue); March 16 (April issue); April 13 (May issue); May 11 (June issue); June 15 (July/August issue); August 17 (September issue).

DISTRIBUTION DATE: The OSCAR is distributed by, or before, the 1st of the month.

AD FORMAT & RATES (price *does not* include the HST)

We have had to slightly increase some of our prices to reflect the rising cost of printing The OSCAR.

| Size | Black & White | Colour | Back Page | Exact Dimensions |
|-----------------------------|---------------|---------------|---------------|---|
| Boxed Ads..... | \$30.00..... | | | 2" w x 2" h |
| Market Place..... | \$44.00..... | | | 3" w x 2" h |
| 1/16 Page..... | \$50.00..... | \$80.00..... | | 2 1/4" w x 3 3/4" h |
| 1/8 Page..... | \$80.00..... | \$130.00..... | | 4 3/4" w x 3 3/4" h |
| 1/4 Page..... | \$150.00..... | \$225.00..... | | 4 3/4" w x 7 1/2" h |
| Half Page..... | \$275.00..... | \$420.00..... | \$440.00..... | 4 3/4" w x 14 3/4" h, or 9 3/4" w x 7 1/2" h |
| Full Page..... | \$485.00..... | \$725.00..... | \$775.00..... | 9 3/4" w x 14 3/4" h |
| Front Page, top corner..... | | \$275.00..... | | 3" w x 2" h |

Classy ads...\$10 for small businesses (20 words or less). Free to Old Ottawa South residents (not businesses and edited at Editor's discretion).

Inserted flyers are not accepted.

Ads needing layout work will be charged at a rate of \$25 per hour, with a minimum one hour.

Please note the Following:

1. Ads should be sent to The OSCAR as a print ready PDF file and created in Adobe Illustrator, InDesign or QuarkXPress. Ads should be greyscale for black and white ads, and CMYK for colour ads, 300 DPI resolution. The quality of ads not meeting these standards cannot be guaranteed.
2. Discount – 6 insertions prepaid, less 10%.
3. All payments to be made by cheque payable to The OSCAR. Please note the invoice number on the cheque. We cannot accept payment by credit card. Also we do not mail receipts for ads less than \$30.
4. Pre-payment by cheque is required for all first-time advertisers, or with each insertion for infrequent advertisers.
5. Due to high postage rates there is a \$5/month charge to be mailed a hard copy of the paper. The paper is available as a PDF for free online at www.oldottawasouth.ca/oscar