



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

**ADVERTISING MANAGER – ARI KULIDJIAN**

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**ADVERTISING RATES VALID TO JULY/AUGUST 2022**

The Ottawa South Community Association Review (OSCAR) is a monthly community-based publication published by the Ottawa South Community Association (OSCA). The 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. OSCARs 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. The paper is also available from 7 newspaper boxes on Bank Street in OOS and the Glebe.

**DEADLINES for 2021-2022:** September 10 (October issue); October 15 (November issue); November 12 (December issue); December 10 (January issue); January 14 (February issue); February 11 (March issue); March 18 (April issue); April 15 (May issue); May 13 (June issue); June 17 (July/August issue); August 19 (September issue).

**DISTRIBUTION DATE:** The OSCAR is distributed by, or before, the 1<sup>st</sup> of the month.

**AD FORMAT & RATES (price does not include the HST) (Prices are unchanged since 2019)**

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.....	\$85.00.....	\$140.00.....		4 3/4" w x 3 3/4" h
1/4 Page.....	\$160.00.....	\$225.00.....		4 3/4" w x 7 1/2" h
Half Page.....	\$295.00.....	\$435.00.....	\$475.00.....	4 3/4" w x 14 3/4" h, or 9 3/4" w x 7 1/2" h
Full Page.....	\$520.00.....	\$820.00.....	\$900.00.....	9 3/4" w x 14 3/4" h
Front Page, top corner.....		\$385.00.....		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).

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

Inserted flyers are not accepted.

**Please note the Following:**

1. Ads should be sent to The OSCAR as a print ready PDF file. 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 or in the "Notes" to your e-transfer) or by e-transfer to the OSCAR bookkeeper at ([bookkeeper.osca@gmail.com](mailto:bookkeeper.osca@gmail.com)). We cannot accept payment by credit card. Also, we do not mail receipts for ads less than \$30.
4. Pre-payment is required for all first-time advertisers, or advertisers not running a monthly ad.
5. Due to high postage rates there is a \$5/month charge to be mailed a hard copy of the paper. The paper, including all previous editions, is available as a PDF online at [www.oldottawasouth.ca/oscar](http://www.oldottawasouth.ca/oscar)