

CONNECT!

OTTAWA BOARD OF TRADE



**OTTAWA
BUSINESS
JOURNAL**



Introducing Ottawa Board of Trade CONNECT!

- Exciting joint initiative of Ottawa Business Journal and the new Ottawa Board of Trade
- Distinct 4-8 page section inside OBJ's new monthly newsmagazine and separate digital edition
- Digital edition promoted via email and social media



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Need-to-know information about CONNECT!



→ 10,000

printed copies with
estimated readership
of 22,000 business
leaders



→ 9,000+

digital editions
emailed to Board of
Trade members and
OBJ readers

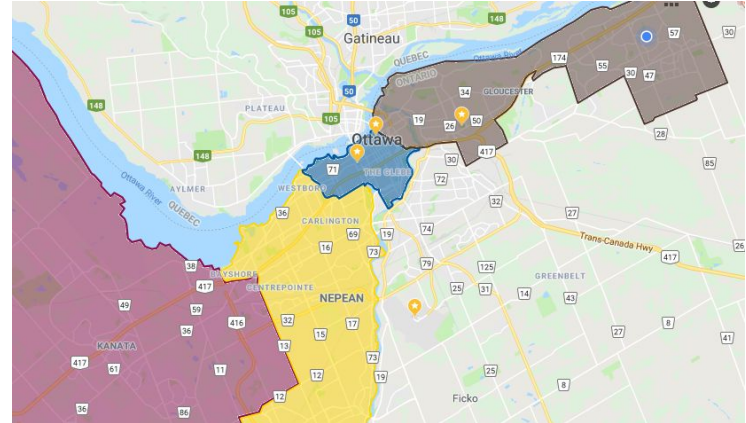


→ 40,000+

social media
followers of Board
of Trade and OBJ
targeted

Geographically targeted, 100% coverage of zone

- Each CONNECT! issue is targeted to one of three suburban zones:
 - ◆ Ottawa East & Orléans
 - ◆ Nepean & Barrhaven
 - ◆ Kanata & Rural West
- 5,000 copies distributed via Canada Post to every single commercial address in the zone
- 5,000 copies distributed to [OBJ's cross-city network](#)



Click image to explore on Google Maps

- Ottawa East & Orléans
- Nepean & Barrhaven
- Kanata & Rural West

Marketing discounts for Board of Trade members

- Board of Trade members benefit from 40% discount on advertising, bringing you hundreds of dollars in savings for your membership
- Display advertising options to fit marketing budgets of all sizes
- Buy two ads for additional 10% off
- Buy 3-6 ads for additional 15% off

Ad Size	Regular Rate	Member Rate
Full page	\$3066	\$1840
Half page	\$1993	\$1160
Quarter page	\$1226	\$736
Eight page	\$498	\$299

Need your display advertisement designed?
We can help with that, too. \$65 fee applies.



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Let us tell your unique story in CONNECT!

- Content marketing is a powerful way to tell your company's unique story
- Hire a professional writer and photographer to craft your story, plus social media posts to OBOT members and OBJ readers
- Creative fees (writing, photos, social media) are \$450 plus display ad cost; content available on full page only



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CONNECT! schedule for 2018-19

Zone	Booking Deadline	Distribution Date
Ottawa East & Orléans	May 6, 2019	May 27, 2019
Nepean & Barrhaven	Aug. 5, 2019	Aug. 26, 2019
Kanata & Rural West	Oct. 7, 2019	Oct 28, 2019
Ottawa East & Orléans	March 9, 2020	March 30, 2020
Nepean & Barrhaven	May 4, 2020	May 25, 2020
Kanata & Rural West	Oct. 5, 2020	Oct. 26, 2020

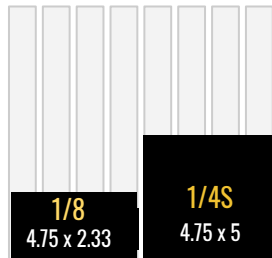
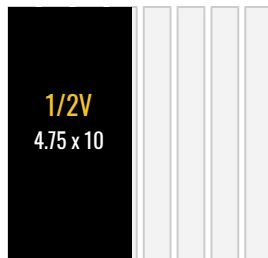
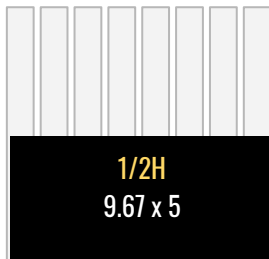
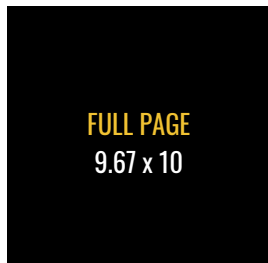


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Contact Eric Dupuis to book your campaign now!

Email: eric@obj.ca Tel: 613.266.5598

CONNECT! mechanical specifications



GETTING TECHNICAL: PRINT MATERIALS SPECS

- >> PDF, high resolution, fonts outlined, images embedded
- >> Illustrator CC .eps or .ai with fonts outlined
- >> Photoshop images minimum of 300 dpi at 100%.
- >> All colour must be process
- >> Please convert PMS to CMYK process colour prior to submitting
- >> Font sizes used in your ad should be no smaller than 8 points
- >> Bleed is not available for newspaper ads

PRINTING DETAILS

- >> Printed on newsprint on WEB press
- >> Line screen 100
- >> Black ink limit 85
- >> Total black density 1.10
- >> GCR (not UCR) Gray colour reduction
- >> Total ink limit 240
- >> Total ink gain 25%
- >> Rick black on newsprint: **C40% / M0% / Y0% / K100%**

CONTENT MARKETING CAMPAIGN DETAILS

- >> Full-page content marketing will include an article of approximately 500 words written by a professional journalist
- >> A professional photographer will also arrange a 30-minute photo shoot at your place of business
- >> You own copyright over the written content and photograph; we encourage companies to republish this material on their corporate website or blog
- >> Your article will be published in CONNECT! as an 4-8 page section in OBJ's monthly newsmagazine
- >> CONNECT! will have a digital edition, optimized for readers on desktop, tablet and mobile devices
- >> Your story in CONNECT! will be promoted on both OBJ and OBOT social media channels, including LinkedIn, Twitter and Facebook; a single post will be published on all six social media channels and link to your story in CONNECT! digital edition