

Opticians Association of Canada
Advertising & Services

- RATE CARD -



Opticians Association of Canada
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Winnipeg, Manitoba
R3X 1S9 CANADA

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Interested in expanding the reach of your company, product or brand? Interested in sharing your knowledge and expertise? **YOU'VE COME TO THE RIGHT PLACE... READ ON!**

If the options below don't suit your needs, reach out to us so we can put our heads together to come up with the right fit - **we're flexible like that.**

1

WEBSITE BANNER

\$2000 + GST per quarter

Limited to a maximum of four (4) companies per quarter.

- Front page banner on the OAC websites for the reserved quarter
- Inside page banner on all inside pages of the OAC websites for the reserved quarter
- Banners are rotating with a maximum of four (4) other company banners for the reserved quarter
- Banner will occupy both opticians.ca and oactive.ca
- Banner can include a link to the url of the company's choosing

**The OAC websites are in the language of both English and French.*

2

SLIDER AD (Optician Portal)

\$2000 + GST per quarter

Limited to a maximum of four (4) companies per quarter.

- To ensure the highest exposure, the slider is located under the access to the most accessed OAC services
- The slider is rotating with a maximum of four (4) other company ads for the reserved quarter
- Ad can include a link to the url of the company's choosing

**The OAC Optician Portal is in the language of both English and French.*

3

STATIC AD (Optician Portal)

\$1000 + GST per month

Limited to one (1) company per month.

- Ad is located inside the OAC Optician Portal
- Ad remains constant for the duration of the reserved month
- Ad can include a link to the url of the company's choosing

**The OAC Optician Portal is in the language of both English and French.*

4

BANNER AD (E-newsletter)

Top banner: \$400 + GST per newsletter

Middle banner: \$300 + GST per newsletter

Limited to a maximum of two (2) banner ads per newsletter (i.e. 1 top banner, 1 middle banner)

- Distributed monthly to OAC members (12 editions)
- Distributed to all Opticians in OAC database one (1) time per quarter
- Banner can include a link to the url of the company's choosing

**The OAC e-newsletter is distributed in the language of both English and French.*

5

ADVERTORIAL (E-newsletter)

\$800 + GST per advertorial

Limited to one (1) advertorial per newsletter

- Distributed monthly to OAC members (12 editions)
- Distributed to all Opticians in OAC database one (1) time per quarter

**The OAC e-newsletter is distributed in the language of both English and French.*

6

EDUCATION/LEARNING ARTICLE

(E-newsletter)

\$200 + GST per article

Limited to one (1) article per newsletter.

- Distributed monthly to OAC members (12 editions)
- Distributed to all Opticians in OAC database one (1) time per quarter
- Content must be verified by OAC as educational to qualify

**The OAC e-newsletter is distributed in the language of both English and French.*

7

ACCREDITATION SERVICES

\$2500 - Regular (Content received minimum of 45 days prior to event)

\$3000 - Rush (Content received less than 45 days prior to event)

Price is per lecture and includes CE slip e-delivery of up to 5 events of the same lecture.

- Education sent to NACOR, COO, CCOA, and CCP for accreditation
- CE Certificates will be sent to all attendees
- CE Certificates will be uploaded into optician profiles in OAC database (opticians can access anytime they wish)
- Certificates will include company logo

8

EMAIL BLASTS

LIMITED TO INDUSTRY PARTNERS OF THE OPTICIANS ASSOCIATION OF CANADA.

9

BANNER AD

(OAC Membership & Event Communications)

LIMITED TO INDUSTRY PARTNERS OF THE OPTICIANS ASSOCIATION OF CANADA.