

# CASLPO TODAY

# 2012

Advertising Rates



*CASLPO Today* has proven to be an industry leader in Ontario, providing both the industry and the practitioner with a valuable resource.

Every audiologist and speech-language pathologist in Ontario receives *CASLPO Today* they value the information and services presented. In short, this is the most effective way to reach the highly-regarded market of CASLPO members.



Official Publication of the  
College of Audiologists and Speech-  
Language Pathologists of Ontario



# CASLPO TODAY

Audiologists and speech-language Pathologists in Ontario are the driving force in hearing and speech. They test, fit, develop new programs, and guide the industry as leaders and innovators. They all belong to one group, with no exception: the College of Audiologists and Speech-Language Pathologists of Ontario (CASLPO).

*CASLPO TODAY* magazine is the official publication of CASLPO, a regular publication keeping the College's members informed. What does this mean to you as a manufacturer, distributor, marketer, or services provider in the hearing and speech industry? It means you now have an advertising vehicle that effectively and efficiently reaches the most vital group of hearing and speech professionals in Ontario.

## Reach the Most Vital Professionals

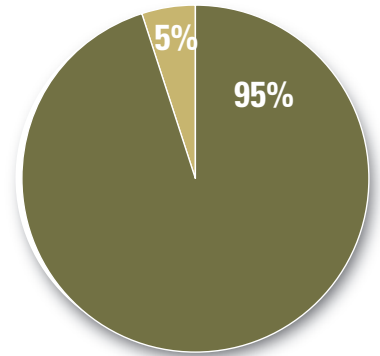
### *CASLPO TODAY* magazine

Finding the right market for your product or service is hard enough. Reaching that market efficiently and effectively can sometimes seem impossible. With the amount of new companies, products, and services in the hearing and speech marketplace, these challenges become daunting.

*CASLPO TODAY* magazine is distributed to all members of the College, 4 times per year. The information within the magazine is critical. As such, your company message is presented to these people in a publication they respect and use.

### Demographics/Circulation

Total Circulation – 4,000



- 95% – members of the College of Audiologists and Speech Language Pathologists of Ontario
- 5% – Hearing Health Care Industry

## You cannot afford to miss a single issue



Advertising in *CASLPO TODAY* magazine will provide your company with the best exposure to the highest-quality audience available in Ontario. Ad rates have been designed to be accommodating to corporate budgets, allowing for cost-efficient advertising programs.

## 2012 Advertising Dates

	Closing Date	Ad Material Due Date	Mail Date
Issue 1	Jan 23, 2012	Feb 6, 2012	Feb 2012
Issue 2	Apr 2, 2012	Apr 16, 2012	May 2012
Issue 3	July 23, 2012	Aug 6, 2012	Aug 2012
Issue 4	Oct 8, 2012	Oct 15, 2012	Nov 2012

Call today and reserve your space in *CASLPO TODAY* magazine.

## 2012 Advertising Rates

	Full Colour		Black & White
	1 Time	4 Times	1 Time
Covers	\$2,650	\$2,350	
Full Page	\$2,000	\$1,800	\$1,125
1/2 Page	\$1,250	\$1,125	\$825
1/3 Page	\$1,010	\$900	\$610
1/4 Page	\$615	\$560	\$365
1/8 Page	\$360	\$330	\$210

**Inserts, Reprints, Split Covers, Belly Bands, Literature Direct, and other special sales**

Please contact the *CASLPO* advertising sales representative for more details.

### Ad Submission

Electronic files only. Laser proof must accompany files.

Ads should be in Adobe Photoshop, Illustrator, or QuarkXPress or InDesign. Provide all fonts and support files (e.g., scans) and a printed proof.

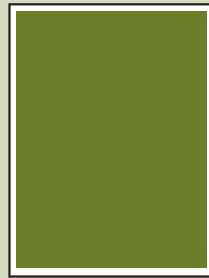
Ads should be supplied to correct size (see right), include additional .125" bleed on full page ads.

Use the PDF/X1 setting Adobe Acrobat 6.0 +up. Images in files should be CMYK, no compression applied and 300dpi resolution in final size. Text only ads should be 900-1200 dpi.

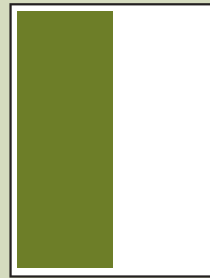
Email, internet or FTP transfer, FTP instructions available on request.

Ad production/design, if required, is available, and is billed in addition to advertising rates.

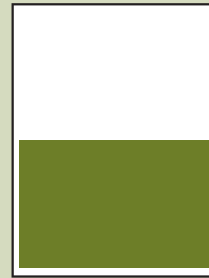
### Ad Dimensions (Width x Height):



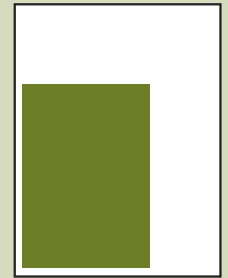
Full Page Ad  
Trim: 8.125" x 10.75"  
Bleed: .125" all sides



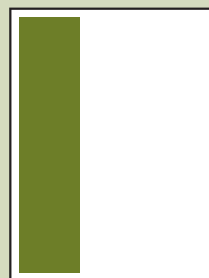
1/2 Vertical Ad  
3.375" x 9.75"



1/2 Horizontal Ad  
7.125" x 4.75"



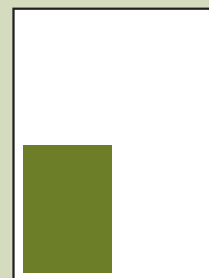
1/2 Island Ad  
4.675" x 7"



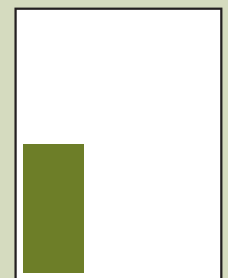
1/3 Vertical Ad  
2.25" x 9.75"



1/3 Square Ad  
4.675" x 4.75"



1/4 Vertical Ad  
3.375" x 4.75"



1/6 Vertical Ad  
2.25" x 4.75"

### Advertising Terms

Andrew John Publishing Inc. (AJPI) is not responsible for any errors in electronic files supplied by the client. Similarly, AJPI accepts no responsibility for poor reproductions as a result of client-supplied materials. The advertiser and the advertising agency assume full liability for all advertising submitted, printed, or published. Ads not received on deadline may not be run. If not published, advertisers will be charged a 50% space-holding fee.

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College of Audiologists  
and Speech-Language  
Pathologists of Ontario



# 2012 Advertising Rates

## Contact Information

### For Article Submission:

**Scott Bryant**

EDITOR-IN-CHIEF

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### For Advertising Inquiries:

**John Birkby**

905-628-4309

jbirkby@andrewjohnpublishing.com

**Brenda Robinson**

SALES AND CIRCULATION COORDINATOR

905-628-4309

brobinson@andrewjohnpublishing.com

### Send ad materials to:

Andrew John Publishing Inc.

115 King Street West,  
Suite 220,

Dundas, ON L9H 1V1

(905) 628-4309 | 877.245.4080

866-849-1266 FAX

brobinson@andrewjohnpublishing.com

## Classified Ads Specifications

Please fax this form along with a printed proof of your ad to 866-849-1266  
in order to have your order processed.

### Ad Sizes/Rates:

All classified ads are  
black and white

Prices subject to change without notice.  
**PREPAYMENT REQUIRED.**



### Please run my Display Classified Ad

[ad may contain picture(s) or logo(s)]

1/8 page (3.5" wide x 2" high, business card size)

1/4 page (3.5" wide x 4.25" high)

1/2 page (3.5" wide x 6.5" high")

### Rates

\$210.00

\$365.00

\$825.00

# CASLPO TODAY

Ads must be typed and submitted in an electronic format either  
by mail or email to the address below.

No ads will be published unless full payment and faxed, printed  
proof is included with order.

### Ad to appear in:

Issue 1 (Feb)    Issue 2 (May)    Issue 3 (Aug)    Issue 4 (Nov)

### CONTACT INFO: (Please print clearly)

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_ AGENCY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY/TOWN: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_



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