

Health Matters + Travel Our Backyard

2020 Rate Card + Editorial Guidelines Tourism Feature

HealthMatters
THE OTTAWA VALLEY'S HEALTH MAGAZINE

Travel Our Backyard



The travel and tourism situation is somewhat uncertain at this time. To allow local businesses some flexibility, we are including Travel Our Backyard as a section in Health Matters magazine. As Health Matters publishes four times a year, this will allow for additional flexibility for promotion for local tourism.

2020 Publishing Calendar

Issue	Booking + Materials Deadline	Distributing
Spring 2020	March 31, 2020	April 23, 2020
Summer 2020	June 19, 2020	July 10, 2020
Fall 2019	September 18, 2020	October 9, 2020

How Health & Tourism Work Together

Things to do, traveling and ways to be active are common inclusions in lifestyle magazines with a focus on health. This is an easy fit for our local tourism industry a great opportunity to promote to local and regional audiences. The tourism supplement will be promoted on the cover of each issue to promote the magazine as a place for tourism information.

The magazine is free to the public.

Distribution and Coverage

15,000 free copies are printed and distributed to more than 150 locations across Renfrew County, Lanark County, Mattawa, Bancroft and the Pontiac. The magazine is also available for download from the website with approximately 2,500 downloads each issue. The travel supplement will be separated and included on the Travel Our Backyard website at www.travelourbackyard.com. The website is also where we publish 101 Things to Do in the Valley six times a year.

101 Things to Do in the Valley

To assist the tourism industry in promotion during this year, everyone who books into the Travel Our Backyard section will receive a **free** listing in an upcoming issue of 101 Things to Do in the Valley. Upcoming 101 Things issues are:

May-June 2020 Edition
Deadline: April 13, 2020
Publishes: April 16, 2020

July-August Edition
Deadline: June 8, 2020
Publishes: June 11, 2020

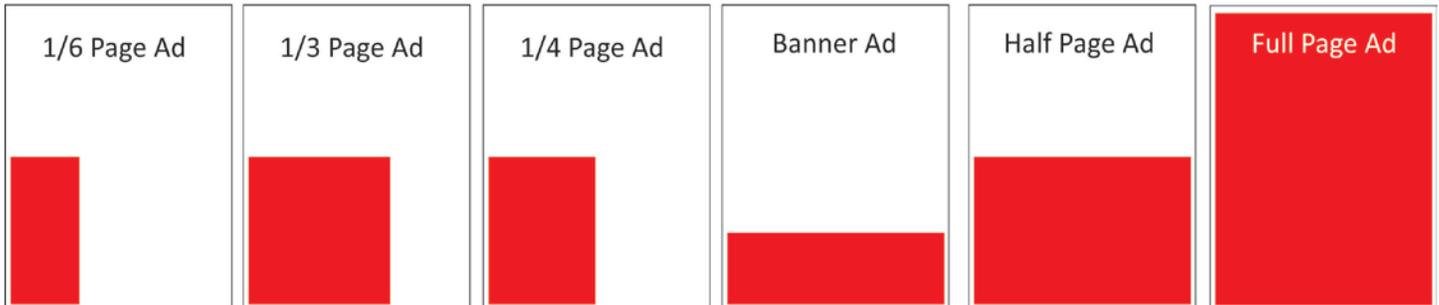
September-October Edition
Deadline: August 10, 2020
Publishes: August 13, 2020

November-December Edition
Deadline: October 12, 2020
Publishes: October 15, 2020

Listings in 101 Things includes 25-words plus two points of contact information. The list is circulated by businesses, realtors, accommodation providers, restaurants and municipalities to encourage activities for employees, residents and guests. You can choose which issue of 101 Things you would like to participate in.

Display Ads

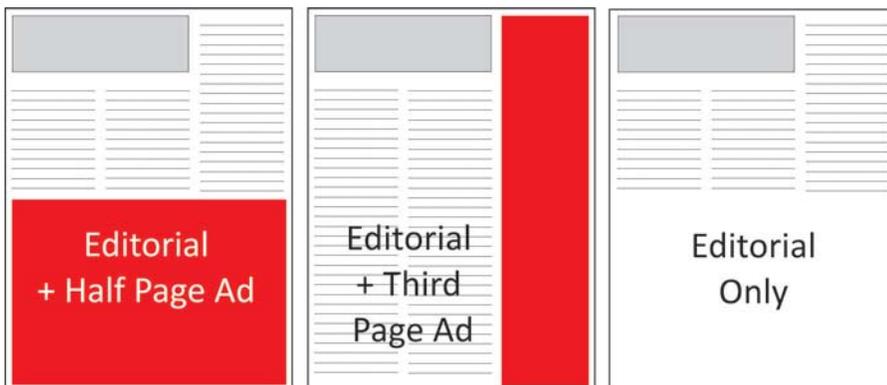
Health Matters provides a variety of advertising options including a display ad format, an editorial or written format, group page advertising and listings in the Health Services section.



Sixth Page	\$195	2.605" wide x 4.937" high
Quarter Page	\$325	3.945" wide x 4.937" high
Third Page	\$375	5.295" wide x 4.937" high
Banners	\$425	8.0" wide x 2.25" high. On pages: Helpful Information (1), Facts (2), Health Services (2)
Half Page	\$595	8.0" wide x 4.937" high. Bleed: add 0.5" on right, left and bottom. Must include folio.
Full Page	\$975	8.0" wide x 10.125" high. Bleed: add 0.5" on all sides. Must include folio.
Inside Front Cover	\$1,275	8.0" wide x 10.125" high. Bleed: add 0.5" on all sides. No folio
Inside Back Cover	\$1,275	8.0" wide x 10.125" high. Bleed: add 0.5" on all sides. No folio.
Back Cover*	\$1,575	8.0" wide x 10.125" high. Bleed: add 0.5" on all sides. No folio.
Two-Page Spread	\$1,650	Centre two pages of the magazine.

* Booked for 2020

Editorials and Editorials + Ad Pages



Editorials are advertising options that allow you to write an article about your business for the reader. This is a good advertising choice if you want to explain the experience that your business provides - something easier to do in words than in a display ad option.

Every editorial includes a header block which can include a photo and the title of the editorial. All editorials include a "For More Information" section of contact information at the end of the article. There are three options for editorials:

Editorial Only	\$325	425-word article (approximately) plus photo and contact information
Editorial + Half Page Ad	\$825	425-word article (approx.), photo and contact information + half page ad
Editorial + 1/3 Page Ad	\$825	700-word article (approx.), photo and contact information + 1/3 page ad



Group Page Ads

The Group Page Ad is an option for a group of businesses, events and organizations that choose to promote together. This could be a collection of similar services (golf courses, farmers markets, etc.) or would be appropriate for a municipality or BIA to promote a group of their businesses.

Individual Ad	\$135	Ad space measures 1.9" wide x 3.25" high.
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Note: you can book more than one space. The ad size will change based on the number of spaces booked. Please inquire at the time of booking for exact ad dimensions if required.

Graphic design is included in the price of the ad.

Submitting Graphics Files

We will provide the professional design of your display ads as part of your advertising cost. If you choose to submit your own artwork, Files should be submitted as PDF files or JPEG files with fonts embedded and colours converted to CMYK. Photos and graphics files used in the artwork must be at a resolution of 300dpi or higher, at the size of which they are included in the artwork.

Please note that submissions must meet the standard design of the magazine. If files are not professionally designed, they may not be acceptable for publication.

Submitting Editorial Files

1. Please submit your editorial in an MS Word document or in the body of an email.
2. Submissions will be edited for space and formatting and to ensure a reader-friendly format.
3. Font sizes, header locations and "For More Information" formatting are pre-set; these settings are not open for alteration.

Photo and Graphics Submissions for Header

4. All editorials include a photo space. We provide stock photos at no additional charge. If you are submitting a photo or graphics, they must be in JPEG format and at a resolution of 300dpi or higher, at the size to be used. The title of the article is also included in this space, so if you are submitting a photo that uses the entire space, it must be appropriate to include the title. If you are unsure, please send the photo in advance.

Contacting Us

We are happy to speak to you about participating in this special section of Health Matters. Here is how to reach us:

- Phone: 613-732-7774
- Email: travel@travelourbackyard.com