

CHIEFS
OF ONTARIO



2017 Media Planner



ABOUT THE CHIEFS OF ONTARIO

The Chiefs of Ontario (COO) is a political forum and secretariat for collective decision-making, action and advocacy for 133 First Nations communities located in Ontario. Guided by the Chiefs in Assembly, the organization upholds the self-determination efforts of the Anishinaabek, Mushkegowuk, Onkwehon:we and Lenape Peoples in protecting and exercising their inherent and Treaty Rights.

Keeping in mind the wisdom of its Elders and the future of its youth, the COO continues to create a path forward in building First Nations as strong, healthy Peoples respectful of themselves, their peers and all of creation.

COO initiatives are based on the five, top-of-mind priorities of the organization. These priorities are organized into the following self-standing departments: Economic Development, Education, Health, the Environment, Justice and Advocacy, Social Services, and Youth programs.

CONSIDER THIS:

Recent studies show that custom publishing surpasses television and radio advertising, and also dominates Internet marketing and telemarketing in building long-term relationships, promoting loyalty and retaining existing members.

Magazines engage viewers in a manner that is strategically unlike any other form of advertising media. On average, a reader will revisit a magazine at least three times, and will likely put it on display allowing the marketing message to grab – and hold – a reader’s attention.

In our fast-paced, media-saturated world, magazine advertising is a reliable way to provide consumers with a satisfactory, leisurely and intimate experience. With 73% of magazine readers saving ads for future reference. It is clear that magazines provide an active, tactile medium where the reader is receptive and in full control.



The Logo: The circle and the map represents the continuity, strength and harmony of the First Nations peoples of Ontario; the five feathers signify the four political organizations of the Chiefs of Ontario; the fifth feather represents the independent nations and First Nation peoples living off reserve, First Nations who are not forgotten. The overall symbol represents the continuance of the First Nations peoples of Ontario struggle for pride, culture, self-determination and spirituality.



THE MAGAZINE

Chiefs of Ontario magazine is the official voice of the Chiefs of Ontario (COO). Published two times per year, the magazine focuses on the main priorities of the organization. The goal of the publication is to expedite COO's mission to facilitate discussion, planning, implementation and evaluation of all local, regional and national matters affecting Indigenous Peoples in Ontario.

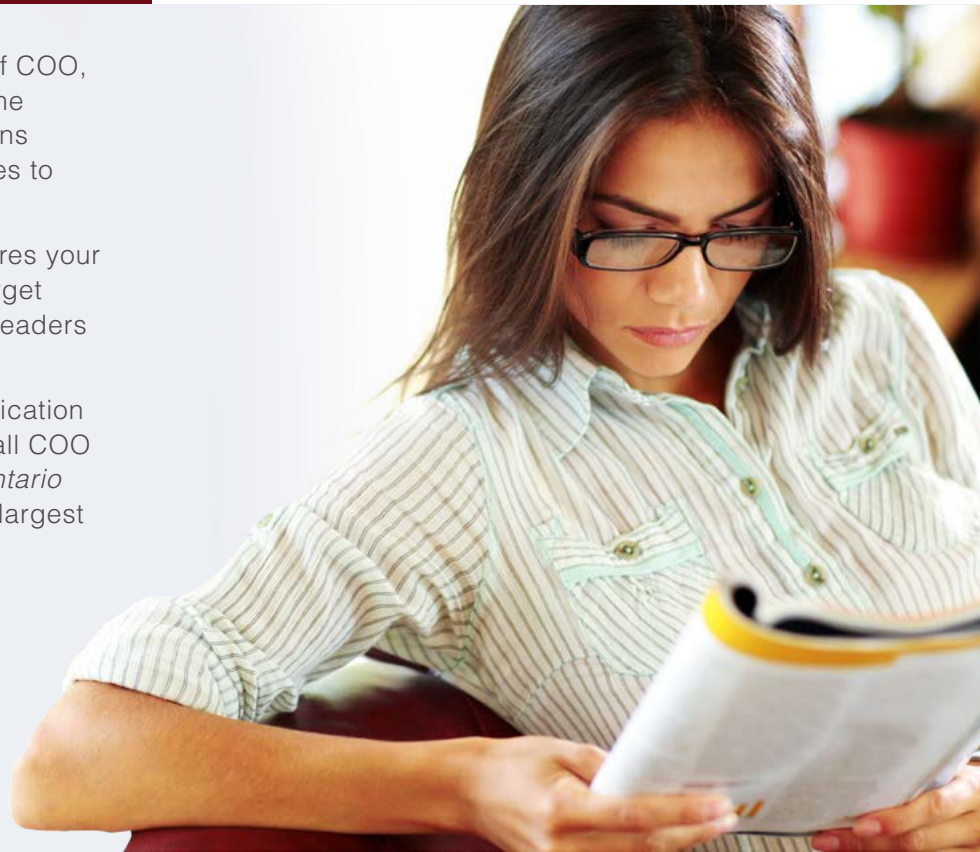
Chiefs of Ontario will feature in-depth and informative articles focusing on economic issues, educational opportunities, environmental and sustainability initiatives, health and social services, justice and advocacy, and youth programming.

WHY ADVERTISE

Chiefs of Ontario magazine is not only the voice of COO, it is the voice of Indigenous Peoples in Ontario. The magazine will be distributed to the 133 First Nations communities that COO represents, which translates to approximately 200,000 First Nations citizens.

With a circulation of 3,000, *Chiefs of Ontario* ensures your business' message is front and centre to a key target audience, including community Chiefs, business leaders and citizens with purchasing power.

Additionally, *Chiefs of Ontario* will be the communication tool of the organization and will be distributed at all COO events and community consultations. *Chiefs of Ontario* is the only vehicle to deliver your message to the largest population of First Nations Citizens in Canada.



PREMIUM POSITIONS

COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	1X RATE	2X RATE
Inside Back Cover	8 5/8"	11 1/8"	\$3,499.50	\$3,299.50
Inside Front Cover	8 5/8"	11 1/8"	\$3,499.50	\$3,299.50
Outside Back Cover	8 5/8"	11 1/8"	\$3,699.50	\$3,499.50

*Members receive a 10% discount on advertising rates

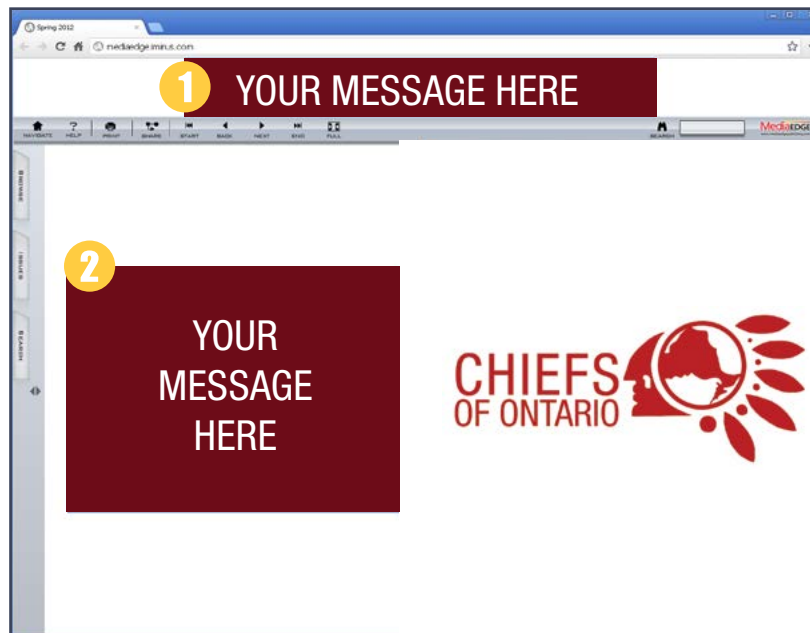


DIGITAL EDITION SPONSORSHIP

MediaEdge digital editions provide a great reader user experience and have delivered over 2,700,000 page views. Enjoy premium recognition for your company by engaging readers that utilize the digital edition. Sponsor opportunity includes both the Exclusive positions.

DIGITAL EDITION OPTIONS

	SIZE	1X RATE
1 Top Banner/ Leaderboard	728x90 pixels	\$1,500
2 Left of Cover	500x400 pixels	
Video (with Ad)		\$350
Video (without Ad)		\$750



INTERESTING FACT:

61 % of magazine readers took action, or planned to take action, based on specific advertising seen in magazines.



Source: GfK MRI Starch

ADVERTISING RATES

PLEASE NOTE THAT THE AD RATES ARE PRICE PER ISSUE

Black & White Rates: 25% discount

*Members receive a 10% discount on advertising rates

FULL-COLOUR RATES

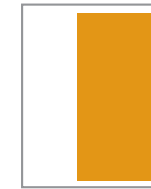
SIZE	WIDTH	DEPTH	1X RATE	2X RATE
Double Page Spread	16 3/4"	11 1/8"	\$3,999.50	\$3,799.50
Full Page w/Bleed	8 5/8"	11 1/8"	\$2,699.50	\$2,499.50
Full Page	7"	10"	\$2,699.50	\$2,499.50
2/3 Horizontal	7"	6 1/4"	\$2,399.50	\$2,199.50
2/3 Vertical	4 5/8"	10"	\$2,399.50	\$2,199.50
1/2 Horizontal	7"	4 5/8"	\$1,799.50	\$1,699.50
1/2 Vertical (Island)	4 5/8"	7"	\$1,999.50	\$1,999.50
1/2 Long Vertical	3 3/8"	10"	\$1,799.50	\$1,699.50
1/3 Horizontal	7"	3"	\$1,499.50	\$1,399.50
1/3 Vertical	2 1/8"	10"	\$1,499.50	\$1,399.50
1/3 Square	4 5/8"	4 5/8"	\$1,499.50	\$1,399.50
1/4 Horizontal	4 5/8"	3 3/8"	\$1,199.50	\$1,149.50
1/4 Banner	7"	2 1/8"	\$1,199.50	\$1,149.50
1/4 Vertical	3 3/8"	4 5/8"	\$1,199.50	\$1,149.50
1/6 Horizontal	4 5/8"	2 1/8"	\$899.50	\$849.50
1/6 Vertical	2 1/8"	4 5/8"	\$899.50	\$849.50
1/8 Horizontal	3 3/8"	2 1/8"	\$799.50	\$749.50
1/8 Vertical	2 1/8"	3 3/8"	\$799.50	\$749.50



Double Page Spread



Full page



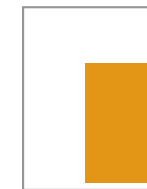
2/3 Vertical



2/3 Horizontal



1/2 Horizontal



1/2 Vertical



1/2 Long Vertical



1/3 Square



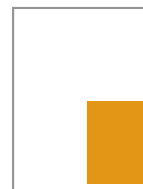
1/3 Horizontal



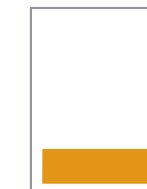
1/3 Vertical



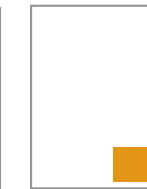
1/4 Horizontal



1/4 Vertical



1/4 Banner



1/8 Horizontal



1/8 Vertical



INTERESTING FACT:

Readers have a positive attitude toward advertising in magazines and believe the ads provide useful information. This holds true among digital readers.

Source: 2012-2013 Magazine Media Factbook

DIRECT MAIL OPPORTUNITIES

REACH THE DECISION MAKERS

Advertise your products and services brochure or postcard by having it polybagged and mailed with *Chiefs of Ontario* magazine to ensure exposure of your company to key industry players.



EVENTS: WORLD INDIGENOUS PEOPLES CONFERENCE ON EDUCATION: JULY 24, 2017
Ask your MediaEdge representative about maximizing your exposure by advertising in the 2017 *Chiefs of Ontario* conference issue.

DIRECT MAIL RATES

(PRINTED INSERT TO BE SUPPLIED BY CLIENT)

SIZE	PRINT & DIGITAL		DISTRIBUTION
1 page	\$4,092.00	\$1,925.00	1,750 copies
2 page	\$4,356.00	\$2,405.00	1,750 copies
Postcard	\$4,092.00	\$1,925.00	1,750 copies

PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

INSERTS & BELLY BANDS: Available upon request

GUARANTEED POSITION: 15% extra

ADVERTISING AGENCIES: Please add 15%

AD PROOF CHARGE: \$25.00

PUBLISHING DATES

ISSUE	PUBLISH	MATERIAL DUE
Winter 2017	January 13, 2017	November 24, 2016
Summer 2017	August 22, 2017	July 18, 2017

MECHANICAL REQUIREMENTS

SIZE IN INCHES WIDTH DEPTH

TYPE SIZE: 7" 9 1/2"

TRIM SIZE: 8 3/8" 10 7/8"

BLEED SIZE: 8 5/8" 11 1/8"

