



## EXPOSURE OPPORTUNITIES at the ONTARIO TENNIS ASSOCIATION



Representing over **55,000** players, **210** clubs and organizations and over **750** TPA pros, the Ontario Tennis Association, (OTA), is the largest tennis association in Canada and the 5th largest in North America. The organization offers numerous ways to reach our **member clubs, pros and players**.

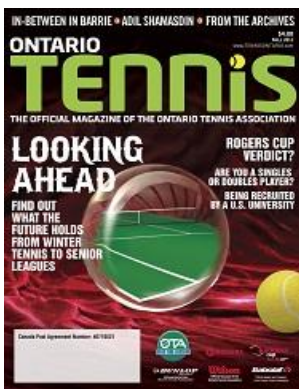
According to several recent studies, participation in tennis is on the rise, enjoying an increase in both general interest and player involvement. For those organizations wishing to reach tennis players and the tennis player demographic in Ontario, there is no better way than through the OTA. Below is a summary of how your organization can access our members and deliver your message:

OTA Website: [www.tennisontario.com](http://www.tennisontario.com)

With over **850,000** visits and over **37,000,000** page hits each year, the official OTA website is one of the most active tennis websites in Canada. Players continually access the website for tournament information, player rankings, club and member benefits, the latest tennis news, opinions and much more! Advertisers and sponsors can take advantage of the site's **rotating banner, sponsor icons, sponsored video and news sections** and **social media links**. The cost to utilize the OTA website is exceptionally low and extremely targeted. We offer many packages and options that can be catered to an advertiser's individual needs.



### Ontario Tennis Magazine



**ONTARIO TENNIS** magazine is Canada's longest running tennis publication. With a circulation of **20,000** per issue, the magazine is published and distributed **4 times a year**: Yearbook, Spring, Summer and Fall. The estimated readership is **66,000** per issue, for a total exposure of **264,000**. Over 14,000 copies are mailed directly to the households of OTA members with the rest distributed at tennis clubs across Ontario. The OTA has also recently added an on-line version that can be accessed through the organizations website. With roughly a **50/50 male/female** split, an average **HHI of over \$90,000** and a **77% post secondary school graduation rate**, the magazine's reader profile is very attractive to potential advertisers. Full and partial page advertising is available and the OTA offers competitive rates based on ad size and frequency. As well, the on-line version offers video and banner capabilities.

### enews and emagazine

Reaching over **8,000**, (and growing), tennis enthusiasts each week via email, enews and emagazine offer the latest tennis news, event information and tournament results from around the tennis world. Written in an up to the minute, easy-to-read format, readers enjoy the "quick hits" each week and sponsors and advertisers can benefit from strategically placed fully linked company icons and, starting soon, a low cost "classified" advertising section. As well as being personally emailed, they are also available on the OTA website and are also passed along to members via many of the OTA's **210 member clubs**.



### Event and Tournament Exposure and Sampling



The OTA offers numerous opportunities to reach players on site at tournaments, as well as at community events, tennis fairs and school programmes through its **Tennis Pathways** initiatives. With a total reach of over **140,000** each year, the OTA can offer targeted opportunities to reach the competitive tennis player through banner placement, product and literature dissemination and on-site displays, or a more general target audience, through sampling and product demonstration initiatives at large or small events. Let the OTA build an event exposure plan to showcase your products and services to a very desirable demographic.

### Direct Mail

The OTA offers advertisers and sponsors with the opportunity to reach our database of over **3,000** competitors and **210** club executive members via direct mail. We will accept postage paid envelopes with company information enclosed. The OTA will affix address labels to each piece and deliver them to the post office for delivery. This service allows advertisers to reach players and executives in a targeted, hands-on, timely fashion at a very reasonable CPM.