

ONTARIO TENNIS MAGAZINE

Official publication of the Ontario Tennis Association



AT A GLANCE

Frequency: 4X annually
 Founded: 1969
 Readership: 66,000
 Circulation: 20,000

55,000 OTA members
 Audience: 55% male; 45% female
 77% university graduates
 60% hold managerial jobs
 Official Web site: tennisonario.com



2011 ISSUE DATES	
ISSUE	DISTRIBUTION
Yearbook	March 15
Spring	May 8
Summer	July 15
Fall	September 15

Canada's largest and longest running tennis publication, ONTARIO TENNIS brings you the most up to date features on trade news, junior development, tournaments, tips, equipment, health & lifestyle, tennis specific travel and regional news from every corner of the province.

In-depth reports from our tennis experts, distinguished coaches, organizers and players compile this primary source of reading for anyone involved with tennis in Ontario.

A must for advertisers looking to penetrate the tennis community in Ontario.

MECHANICAL REQUIREMENTS

AD SIZE	NET RATE 4C		NET RATE B&W		INCHES	
	*1-2 ISSUES	*3-4 ISSUES	*1-2 ISSUES	*3-4 ISSUES	WIDTH	DEPTH
Double Full Page Spread (+.25 in. bleed)	\$4,250	\$3,825	\$2,925	\$2,675	16.5	10.75
Double Half Page Spread (+.25 in. bleed)	\$2,400	\$2,150	\$1,675	\$1,500	16.5	5.375
Full Page (+.25 in. bleed)	\$2,400	\$2,150	\$1,675	\$1,500	8.25	10.75
Inside Front or Back Cover	\$2,750	\$2,475	\$1,925	\$1,725	8.25	10.75
Outside Back Cover	\$3,950	\$3,550	\$2,750	\$2,475	8.25	10.75
2/3 Page Column	\$1,900	\$1,700	\$1,150	\$1,025	4.825	9.25
1/2 Page Banner	\$1,650	\$1,475	\$975	\$875	7.25	4.625
1/3 Page Column	\$1,250	\$1,125	\$750	\$675	2.325	9.25
1/3 Page Banner	\$1,250	\$1,125	\$750	\$675	7.25	3
1/4 Page Banner	\$1,025	\$925	\$600	\$550	7.25	2.325
1/6 Page Column	\$800	\$725	\$475	\$425	2.325	4.625
NEW OTA Marketplace	\$250	\$220	\$180	\$150	3.5	2.25

* Price per issue, plus applicable taxes
 Advertorial Opportunities Also Available.

Printed Web Offset Halftone: 133 line screen Trim Page: 8.25 x 10.75 in.

Artwork Supplied by Customer

- computer generated ads
- all files must be PC compatible
- ads must be supplied as Adobe Indesign files, EPS files (Illustrator) or Optimized PDF
- all colours must be in CMYK mode; any spot colours will be converted to CMYK
- include all fonts and linked EPS and TIFF files
- include a B & W or colour laser copy of the ad
- any files that do not meet the above requirements will result in extra charges.

PAYMENT

Invoices rendered on publication date of each issue and are due within 30 days. Service fee of 2.5% per month (30% per annum) charged on overdue accounts. New advertisers prepay orders pending credit approval.

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