



OBIAREVIEW

OFFICIAL PUBLICATION OF THE ONTARIO BRAIN INJURY ASSOCIATION

2017 Media Kit



EDUCATION:



AWARENESS:



SUPPORT:



Advertiser Guidelines

OBIA Review is published quarterly: March, June, September and December.

Submission dates for advertisements are:

- **January 15** (for March)
- **April 15** (for June)
- **July 15** (for September)
- **October 15** (for December).

Late submissions cannot be guaranteed placement in the following issue.

OBIA Review is sent to over 2500 readers throughout Ontario. Readership includes service providers, legal, insurance, hospitals, government, survivors and/or family members. PDF copies are also available on our website to download. **NEW!! Beginning with the June 2017 issue, all advertisements in the online version will be hyperlinked to the company website, which should dramatically increase the company's exposure.**

Rates/Sizes

Ad size	Yearly rate
1/6 page (2.5" x 5").....	\$900.00
1/3 page (5" x 5")	\$1,500.00
1/2 page (7.5" x 5")	\$1,700.00
(horizontal or vertical)	
Full page (8.75" x 11.25")	\$3,000.00
(Includes ¼" bleed and ½" safety)	
Inside front or back cover (8.75" x 11.25").....	\$3,900.00
(Includes ¼" bleed and ½" safety)	
Outside Back cover (8.75" x 11.25").....	\$4,800.00
(Includes ¼" bleed and ½" safety)	

A limited number of advertising spots are available. Artwork must be high resolution (min 300 DPI) either PDF/JPG/EPS format. Payment is due in full before first insertion. *Renewals will be invoiced one issue before expiration.*

**Please sign me up to support Ontario's voice for the
Brain Injury Community.**

OBIA Review Advertising Insertion Order Form

Company: _____

Contact: _____

Address: _____

City: _____ Prov: _____ Postal Code: _____

Ph: _____

Email: _____

I agree to the terms and conditions and would like to sign on for (check one):

- 1/6 page, 4 issues at \$900.00 per year
 - 1/3 page, 4 issues at \$1,500.00 per year
 - 1/2 page, 4 issues at \$1,700.00 per year
 - Full page, 4 issues at \$3,000.00 per year
 - Full page (inside cover), 4 issues at \$3,900.00 per year *
 - Full page (Back cover), 4 issues at \$4,800.00 per year *
- * call for availability

Payment Options:

- Cheque/Money Order

*Please make cheques and money orders payable to: **Ontario Brain Injury Association.***

- VISA
- Mastercard
- Amex

Credit Card #: _____ / _____ / _____ / _____

Expiry Date: _____ / _____

Amount: \$_____

Please email or fax this page to:

Terry Bartol:
tbartol@obia.on.ca
Fax: 905-641-0323

Please email your Advertisement to:

Jennifer Norquay
editor@obia.on.ca



Writer's Guidelines

Target Audience

The OBIA Review magazine's target audience includes those affected by an acquired brain injury, including: service providers, legal, insurance, hospitals, government, survivors and/or family members.

Informative articles

In each issue, we are pleased to feature **informative** articles from professionals, caregivers and survivors who share their experience and expertise. The goal of these articles is to provide accurate and important information about acquired brain injury; brain injury prevention; the struggles and successes of living with a brain injury; the impact on caregivers, family, employers and the general public.

Wherever possible, articles should be gender neutral where examples are used and *names changed to eliminate any identifiers (unless written permission is received by OBIA).

Our main objective is to be truly helpful to people affected by brain injury. We strive to support them and their families in the recovery process and thereafter.

#IAmTheFaceOfBrainInjury

Do you have a **personal** story that you'd like to share with the world? If so, we'd love to hear from you! The OBIA Review magazine is always looking for stories to publish in our quarterly magazine. Do you have a story of survival? Do you have coping strategies to share? Are you a caregiver to someone with ABI? Have you dedicated your life to helping people living with the effects of brain injuries?

To help spread the awareness of how brain injury impacts our lives, OBIA is pleased to share personal stories from our readership. The goal is simple:

Share • Inspire • Support

How to submit articles:

- All articles should be submitted to editor@obia.on.ca via electronic mail as a word document or as text that can be copied from within your email.
- We prefer an article length of 600-1000 words; however, longer or shorter pieces will be considered.
- When submitting, please include a photo or photos (high resolution, 300 DPI) to be included with your work. We will use appropriate, licensed stock photos if the resolution is not acceptable or photos are not provided.
- Include your full name as you wish it to appear in print, and include your phone number and email address in the event that we need to contact you.
- Include all article references, if applicable.
- There is no limit to the number of articles that can be submitted; however, OBIA reserves the right to limit publication to two articles from the same author per calendar year.

By submitting, you agree:

- That you are the author of the submitted work.
- That any images you submit are not copyright or trademark protected.
- That your submitted work may be edited for clarification, brevity or any reason deemed suitable by the editorial committee.
- That your submitted work may be published in the magazine, downloaded from our website and shared on social media.
- That submitting your work is not a guarantee of publication.
- That no financial compensation will be given for expenses or payment for any articles and/or photos.
- That if you are submitting any previously published materials, we have permission to reprint from whoever holds the rights.

Advertorials

Our Diamond and Platinum Corporate Champions are able to provide content on an ABI relevant topic in one issue of the magazine, subject to approval/editing by OBIA. No other advertorials will be published in the OBIA Review.

For details on the Corporate Champions program, contact Terry Bartol, tbartol@obia.on.ca.

Disclaimer

Articles may be reproduced from the OBIA Review provided credit is given to the authors wherever possible. Note: The opinions expressed herein are those of the respective authors and advertisers and not necessarily those of the Ontario Brain Injury Association (OBIA). OBIA will not be liable for any damages or losses howsoever sustained, as a result of the reliance on or use by a reader or any other person of the information, opinion, or products expressed, advertised or otherwise contained herein. Where appropriate, professional advice should be sought.

Please send your articles to:

Jennifer Norquay
editor@obia.on.ca



Ontario Brain Injury Association

For more information

Call: 1.855.642.8877

Visit: www.obia.ca

email: editor@obia.on.ca

Write:

PO Box 2338

St. Catharines, ON

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