

Advertising Media Kit

Ontario Crafts Council

Craftfl@sh

Celebrate 
35 YEARS 

About *Craftfl@sh*

The Ontario Crafts Council, a not-for-profit arts service organization promoting craft and advocating for craftspeople, publishes the *Craftfl@sh* newsletter each month. Advertising in *Craftfl@sh* is an affordable and frequent way to get the word out about your exhibitions, calls for entry, sales, opportunities, special events, studio tours and more!

Established in 2003, *Craftfl@sh* is a growing e-publication, with a readership of approximately 1500. Since *Craftfl@sh* is a membership benefit open to all OCC members, readership is increasing as members become aware of its excellent content.

OCC Affiliate organizations and members get special rates on advertising in *Craftfl@sh*. We also have special discounts on multiple bookings. Frequency is the most important ingredient for advertising success!

AD RATES*

Ad Size	File Type	1 issue	2+ issues
A - 145 pixels w x 300 pixels h	JPEG - 72 dpi	\$250.00	\$225.00/issue
B - 145 pixels w x 150 pixels h	JPEG - 72 dpi	\$140.00	\$126.00/issue

Ad format: Image and text ad provided by you, not exceeding the above specifications.

*OCC Craft and Affiliate members save 10%. OCC Business members save 15%.

CLASSIFIED RATES

60 words FREE ¢40/each additional word

Include an image or logo for
a more eye-catching listing:

	1 issue	3 consecutive issues
1 image OR logo	\$55.00	\$130.00
OCC Craft Professional members and Non-Profit organizations	\$45.00	\$115.00

Classified format: No more than 60 words in length (¢40/each additional word). Text must be supplied by email (no faxes please).

Ad and Classified Deadline schedule

Deadline:	Published:
January 10, 2012	January 18, 2012
February 9, 2012	February 16, 2012
March 9, 2012	March 16, 2012
April 11, 2012	April 18, 2012
May 10, 2012	May 17, 2012
June 12, 2012	June 19, 2012

Please submit your ad, listing, or image to Christine at clawrance@craft.on.ca.

Craftfl@sh

990 Queen St. W., Toronto ON, M6J 1H1, T: 416-925-4222 x224, advertising@craft.on.ca



Advertising Agreement

To reserve ad space, please fill out this form and fax it to Christine Lawrance at 416-925-4223. If you have questions contact Christine at 416-925-4222 x221, advertising@craft.on.ca

CLIENT DETAILS

company name		name of contact	
billing address	city	province	postal code
telephone	fax	email	
Charitable # (if applicable)		OCC Membership # (if applicable)	

AD SELECTION*

AD TYPE	RATE (please refer to pg. 2)	NUMBER OF ISSUES**		
<input type="checkbox"/> A - Ad (145 x 300 pixels)	\$ _____	<input type="checkbox"/> 1 issue	<input type="checkbox"/> 2 issues	<input type="checkbox"/> other # _____
<input type="checkbox"/> B - Ad (145 x 150 pixels)	\$ _____	<input type="checkbox"/> 1 issue	<input type="checkbox"/> 2 issues	<input type="checkbox"/> other # _____
<input type="checkbox"/> Image or logo	\$ _____	<input type="checkbox"/> 1 issue	<input type="checkbox"/> 3 issues	
<input type="checkbox"/> Classified listing	FREE			

*All advertising artwork and text provided to *Craftfl@sh* will be accepted as correct upon delivery. *Craftfl@sh* and the Ontario Crafts Council are not responsible for any incorrect content.

**Ads placed more than once must be consecutive, otherwise they will be considered single placements and will be charged as such.

- Please book my advertisement for the _____ month/year issue.
- Please book _____ consecutive ads starting with the _____ month/year issue.
- I would like to have my advertisement designed by the OCC. Add \$35.00

FORM OF PAYMENT

cheque visa mastercard amex

_____ subtotal
 _____ total (include 13% HST)

credit card # _____ expiry date _____

name on card _____ signature _____ date: MM/DD/YY _____

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