

OACETT 2019 Media Planner





ABOUT OACETT

The Ontario Association of Certified Engineering Technicians and Technologists (OACETT) is a professional association of more than 25,000 members.

OACETT is Ontario's independent certifying body for engineering and applied science technicians and technologists and confers the designations C.Tech. (Certified Technician) and C.E.T. (Certified Engineering Technologist). The A.Sc.T. (Applied Science Technologist) designation is no longer conferred but is still used by some OACETT members.

These designations are recognized across Canada by

OACETT members are decision makers with buying power over the systems, products and services used in their workplaces and on job sites.



Value

OACETT members value communication with the association and their chapter, with the most valued communication being The Ontario Technologist magazine.

Certification

81% of OACETT members are certified engineering technology professionals and leaders operating as key members of the engineering team.

Industry

Many engineering technology professionals are hands-on decision makers working in the municipal government, consulting, construction project management and electrical and electronics, mechanical and manufacturing industries.

Recognition

OACETT certification is the professional standard within the engineering technology sector, which enhances the trust, credibility and respect of certified members.



WHY ADVERTISE?

- **CONNECT WITH DECISION MAKERS:** Get your product, system or service in front of 25,000 engineering technology professionals and leaders in Ontario and beyond.
- **JOB ACTIVITIES IN LINE WITH YOUR BUSINESS NEEDS:** Some activities engineering technology experts attend to on a daily basis include: consultation, design, drafting, estimating, maintenance, field service, management and supervision, project management, sales, research, teaching/training and testing/inspection and quality control.
- **PREFERRED MAGAZINE:** 72 percent of readers choose *The Ontario Technologist* as their preferred industry magazine.
- **GET CLOSER TO THOSE WHO ENCOURAGE LEARNING:** *The Ontario Technologist* reaches lifelong learners and organizations who believe in professional development, increasing their connection with a college or training program.
- **READERS USE ESSENTIAL PRODUCTS AND SERVICES TO GAIN A COMPETITIVE ADVANTAGE AND/OR MANAGE LIFESTYLE NEEDS:** Engineering technology experts significantly use products and services that enable them to perform tasks efficiently, enhance safety, advance technology and manage lifestyle activities with ease.
- **GET CLOSER TO ORGANIZATIONS:** OACETT's 25,000-plus members are employed in over 6,000 organizations.
- Readers are employed in various engineering and applied science sectors, and certified in the following disciplines:
 - Bio-science
 - Building
 - Chemical
 - Civil
 - Computer
 - Electrical
 - Electronics
 - Environmental
 - Geological
 - Geomatics
 - Industrial
 - Instrumentation
 - Mechanical
 - Mining
 - Resources

THE MAGAZINE

The Ontario Technologist is the official voice of certified engineering technicians and technologists throughout Ontario. Published six times a year for the 25,000-plus members of the association, the magazine offers readers an abundance of information on the engineering technology and applied science field.

Each issue of *The Ontario Technologist* contains technical features written by experts, features on industry hot topics and coverage of major disciplines by knowledgeable columnists. It is an award-winning publication, recognized for its valuable industry news and involved content.

2019 RATES/SPECS

THE ONTARIO TECHNOLOGIST MAGAZINE - DIGITAL EDITION OPTIONS

	SIZE	1X RATE
Left of Cover	645x465 pixels	\$1250
Top Banner/ Leaderboard	728x90 pixels	\$1000
Video		\$500

Enjoy premium recognition for your company by engaging readers that utilize the digital edition.

Digital Files: Required format is a 300dpi PNG file, in RGB mode. All files must be accompanied by a colour proof. Publisher assumes no responsibility for accuracy when files are not provided in required format.



THE ONTARIO TECHNOLOGIST MAGAZINE PREMIUM POSITIONS

COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

SIZE	6X RATE	3X RATE	1X RATE
Inside Front/Back Cover	\$3,200	\$3,400	\$3,600
Inside Back Cover	\$3,200	\$3,400	\$3,600
Outside Back Cover	\$3,400	\$3,600	\$3,800



INTERESTING FACT:

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

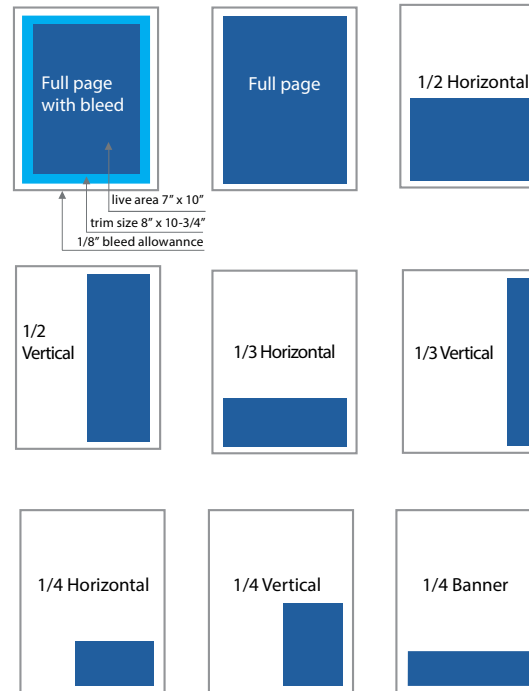
Source: GfK MRI Starch

2019 RATES/SPECS

PLEASE NOTE THAT THE AD RATES ARE PRICE PER ISSUE
 Special package deals available for 2018. Contact us at OTads@oacett.org.
 Strategic partners receive a 10% discount on advertising rates.
 Ontario Colleges receive a 10% discount on advertising rates.

THE ONTARIO TECHNOLOGIST MAGAZINE

SIZE			6X RATE	3X RATE	1X RATE
Full Page with Bleed	8.625"	11.125"	\$2,250	\$2,550	\$3,000
Full Page	7"	9.5"	\$2,250	\$2,550	\$3,000
1/2 Horizontal	7"	4.583"	\$1,650	\$1,870	\$2,200
1/2 Vertical	3.333"	9.5"	\$1,650	\$1,870	\$2,200
1/3 Horizontal	7"	3"	\$1,425	\$1,615	\$1,900
1/3 Vertical	2.1667"	9.5"	\$1,425	\$1,615	\$1,900
1/4 Horizontal	4.583"	3.333"	\$1,125	\$1,275	\$1,500
1/4 Vertical	3.333"	4.583"	\$1,125	\$1,275	\$1,500
1/4 Banner	7"	2.1667"	\$1,125	\$1,275	\$1,500



E-NEWSLETTER (ETECH NEWS)

	SIZE	1X RATE
Leaderboard	728 x 90 Pixels	\$3,000
Native Ad	290 x 290 Pixels	\$7,000
Skyscraper	160 x 600 Pixels	\$2,750
Banner	468 x 60 Pixels	\$2,500



6 ISSUES PER PACKAGE

PRODUCTION SPECIFICATIONS

DIGITAL FILES

The Ontario Technologist Magazine: 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.

eTech News: All ads must be 72 dpi GIF, PNG or JPG ONLY RGB. No animated ads for eTech News.



INTERESTING FACT:

Print remains the platform of choice despite magazine reading on digital devices up 45 per cent, and purchase intent surges with the combination of digital and print. Source: 2016 Digital Magazine Media Factbook



ISSUE	MATERIAL DEADLINE	PUBLISH DATE
January/ February 2019	December 20, 2018	February 8, 2019
March/April 2019	March 5, 2019	April 2, 2019
May/June 2019	May 2, 2019	May 30, 2019
July/August 2019	July 2, 2019	July 30, 2019
September/ October 2019	August 28, 2019	September 25, 2019
November/ December 2019	November 5, 2019	December 3, 2019

To place an ad or for more information, contact us at OTads@oacett.org or 416-621-9621 ext. 225.



Advertising Sales
10 Four Seasons Place, Suite 404
Toronto, Ontario M9B 6H7

www.oacett.org
OTads@oacett.org
416-621-9621 ext. 225