

**YOUR ADVERTISEMENT.  
OUR PUBLICATIONS.  
YOUR SUCCESS.**





## The Ontario Association of Certified Engineering Technicians and Technologists (OACETT) is a professional association of 21,000 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). These designations are recognized across Canada and valued by business, academia, government and the public.

### MEET OUR INDUSTRY LEADERS



**Jennifer Hazelton, C.Tech.**  
Project Manager, SCS  
Consulting Group



**Clive Banton, C.E.T.**  
Senior Electrical Designer,  
IBI Group



**Chris Pfohl, C.E.T.**  
Senior Aquatic Ecologist,  
RJ Burnside & Associates



**Mitch Jerome, C.Tech.**  
Branch Manager, Nedco



**Greg Leskien, C.E.T.**  
Vice-President, Design  
and Field Services Zon  
Engineering Inc.



**OACETT MEMBERS WORK AT MORE THAN 6,000  
ORGANIZATIONS IN MANY DIFFERENT DISCIPLINES.  
HERE ARE SOME OF THE TOP DISCIPLINES:**

**38%**  
Civil

**22%**  
Electrical/  
electronics

**12%**  
Building design/  
construction

**17%**  
Mechanical

Engineering technology and applied science professionals are also employed in the bioscience, chemical, computer, environmental, geomatics, geological, industrial, instrumentation and mining field.



#### CONTRIBUTION

**67%**  
of companies  
say certified  
employees  
contribute  
to their  
organization's  
competitiveness.



#### LEADERS more than

**44%**  
of our  
membership are  
in management/  
supervision role in  
industry.



#### CERTIFICATION

**72%**  
of OACETT  
members  
are certified  
professionals and  
leaders on their  
engineering team.

## ADVERTISING OPTIONS

### The Ontario Technologist

#### THE ONTARIO TECHNOLOGIST MAGAZINE

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

#### THE ONTARIO TECHNOLOGIST DIGITAL EDITION

*The Ontario Technologist* digital edition is available on the OACETT website, promoted on social media and emailed to the engineering and applied science industry.



## BY THE NUMBERS

# 6

print and digital  
editions per year

## 70%

of *The Ontario Technologist* readers choose it as their preferred industry magazine.

## 55%

is the average reader open rate for *The Ontario Technologist* digital edition eblast.

## 24,000

page view average for *The Ontario Technologist* 2022 digital editions.

## 99%

of OACETT members choose to receive print and digital editions of *The Ontario Technologist* magazine.

## 55,000

Print and digital media monthly reach.

**PURCHASE INTENT SURGES WITH THE COMBINATION OF DIGITAL AND PRINT.**

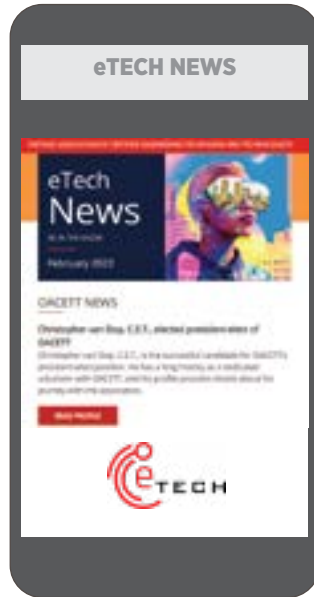
## ADVERTISING OPTIONS AND DEADLINES

### ADVERTISING OPTIONS



#### eTECH NEWS

**eTech News** is an exclusive digital newsletter emailed to OACETT members. The newsletter provides information on the latest trends, news and happenings in the engineering technology profession and beyond.



### eTECH NEWS 2023 SCHEDULE

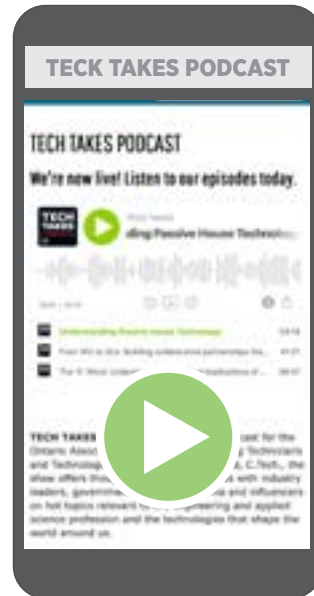
ISSUE	DEADLINES	
	AD MATERIAL	PUBLISH DATE
<b>FEBRUARY</b>	FEBRUARY 15	FEBRUARY 28
<b>APRIL</b>	APRIL 14	APRIL 24
<b>JUNE</b>	JUNE 15	JUNE 26
<b>AUGUST</b>	AUGUST 16	AUGUST 24
<b>OCTOBER</b>	OCTOBER 13	OCTOBER 24
<b>DECEMBER</b>	DECEMBER 4	DECEMBER 14



#### TECK TAKES PODCAST

**NEW!**

**Tech Takes Podcast** is the official podcast for OACETT. Launched in fall 2022, the show offers thought-provoking interviews with industry leaders, government officials, academia and influencers on hot topics relevant to the engineering technology profession and the technologies that shape the world around us.



### TECH TAKES PODCAST 2023 SCHEDULE

ISSUE	DEADLINES	
	AD MATERIALS/RECORDING	PUBLISH DATE
<b>FEBRUARY</b>	APRIL 13	APRIL 28
<b>APRIL</b>	MAY 12	MAY 30
<b>JUNE</b>	JUNE 5	JUNE 28
<b>AUGUST</b>	SEPTEMBER 13	SEPTEMBER 28
<b>OCTOBER</b>	OCTOBER 11	OCTOBER 25
<b>DECEMBER</b>	NOVEMBER 10	NOVEMBER 29

## BY THE NUMBERS

**4.3K**

average monthly impressions for the new Tech Takes podcast!

**368↑**

total podcast downloads and growing!

Newsletter open rate over

**45%**

**15,650**

LinkedIn followers

**2,290**

Twitter followers



## ADVERTISING RATES AND DEADLINES

### THE ONTARIO TECHNOLOGIST MAGAZINE

THE ONTARIO TECHNOLOGIST	DEADLINES	
	AD MATERIAL	PUBLISH DATE
<b>JANUARY/FEBRUARY</b>	DECEMBER 8	FEBRUARY 14
<b>MARCH/APRIL</b>	MARCH 6	APRIL 16
<b>MAY/JUNE</b>	MAY 3	JUNE 8
<b>JULY/AUGUST</b>	JUNE 26	AUGUST 4
<b>SEPTEMBER/OCTOBER</b>	AUGUST 28	OCTOBER 3
<b>NOVEMBER/DECEMBER</b>	NOVEMBER 1	DECEMBER 8

### PRODUCTION SPECIFICATIONS

**PDF SUPPLIED FILES** We prefer to receive high-resolution PDFs. We accept high-resolution PDF files either emailed (less than 5MB) or submitted through our Loading Dock (FTP site). Files MUST BE 300 dpi and have 1/8" bleed on all bleeding sides. **ALL FILES MUST BE COMPRESSED OR STUFFED.**

Outside Back  
Inside Front  
Inside Back  
Covers

**1X-2X** \$3,800  
**3X-4X** \$3,000  
**5X-6X** \$2,500

Full Page

**1X-2X** \$3,000  
**3X-4X** \$2,500  
**5X-6X** \$2,000

#### Full Page

Bleed: 8.375 (w) x 10.875 (h)  
Trim: 8.125 (w) x 10.625 (h)  
Live Area: 7.125 (w) x 9.625 (h)

\*All sizing is Width x Depth

1/2 Page  
Horizontal

**1/2 Page H**  
7.125 (w) x 4.5 (h)  
**1X-2X** \$2,200  
**3X-4X** \$1,750  
**5X-6X** \$1,250

1/2 Page  
Vertical

**1/2 Page V**  
3.475 (w) x 9 (h)  
**1X-2X** \$2,200  
**3X-4X** \$1,750  
**5X-6X** \$1,250

1/3 Page  
Horizontal

**1/3 Page H**  
7.125 (w) x 3.125 (h)  
**1X-2X** \$1,900  
**3X-4X** \$1,500  
**5X-6X** \$1,100

1/3 Page  
Vertical

**1/3 Page V**  
2.25 (w) x 9 (h)  
**1X-2X** \$1,900  
**3X-4X** \$1,500  
**5X-6X** \$1,100

1/3 Square

**1/3 Square**  
4.6875 (w) x 4.5 (h)  
**1X-2X** \$1,500  
**3X-4X** \$1,250  
**5X-6X** \$1,000

1/4 Page  
Vertical

**1/4 Page V**  
3.475 (w) x 4.5 (h)  
**1X-2X** \$1,500  
**3X-4X** \$1,250  
**5X-6X** \$1,000


1/4 Page  
Banner

**1/4 Banner**  
7.125 (w) x 2.4375 (h)  
**1X-2X** \$1,500  
**3X-4X** \$1,250  
**5X-6X** \$1,000

### THE ONTARIO TECHNOLOGIST MAGAZINE DIGITAL EDITION OPTIONS

**Leaderboard**  
728 x 90 px  
\$1,000 per month

**Left of Cover ad**  
645 x 465 px  
\$1,250 per month  
or  
**Video ad**  
\$1,000 per month



#### DIGITAL ADVERTISING

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.

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

### CUSTOM SOLUTIONS JUST FOR YOU!



#### BUNDLE PACKAGES

Mix 'n' match different ad sizes or the magazine with eTech News ads and get an additional 15% discount.

#### INCLUDE YOUR QR CODE

Include your QR code with your advertisement to attract readers to your website for an additional \$250.

#### SPONSORED CONTENT

Sponsored content, podcast and webinar opportunities from only \$500.



#### PLEASE NOTE THAT THE AD RATES ARE PRICE PER ISSUE.

Contact us at [OTads@oacett.org](mailto:OTads@oacett.org). Corporate partners receive up to 25% discount on advertising rates. CPD providers and Ontario colleges receive a 15% discount on advertising rates.



## TECK TAKES PODCAST

**TECH TAKES PODCAST** show offers stimulating interviews with industry leaders, government officials, academia and influencers on hot topics relevant to the engineering technology profession and the technologies shaping our world.

Topics include ethics in technology, new and emerging technologies, partnerships, commercializations and more. Promote your product, service, or business during the show. This can be for one episode only or throughout a series, depending on the sponsorship deal.



**TECH TAKES custom podcast** – Tell a corporate story (i.e. project, new product or service) for an episode of TECH TAKES, includes hosting and production.

**Cost per episode is \$750.**

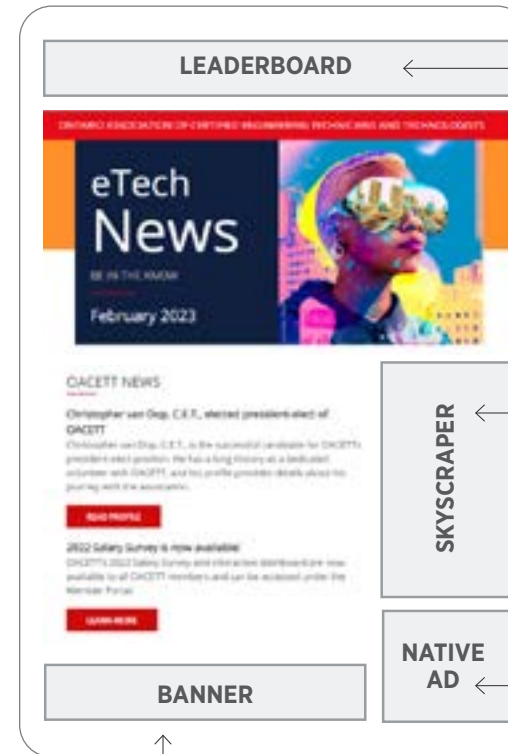
Add a half page ad in *The Ontario Technologist*, and two big box ads in eTech News for \$2,000.

**Podcast sponsorship** – Pre-record a “host-read ad” or “radio-style ad” that airs before or at the end of the TECH TAKES episode.

**Cost per episode is \$500.**

Sponsored TECH TAKES PODCAST page – Promote your brand, product or service on the TECH TAKES PODCAST website page for only \$250.

## ETECH NEWS (E-NEWSLETTER)



**Leaderboard**  
728 x 90 px  
**\$1,250** per month

**Skyscraper**  
160 x 600 px  
**\$1,250** per month

**Native Ad**  
290 x 290 px  
**\$1,500** per month

**Banner**  
468 x 60 px  
**\$1,000** per month

## ADVERTISERS AT-A-GLANCE



### CONTACT US

To place an ad or for more information, contact Michelle at [OTads@oacett.org](mailto:OTads@oacett.org) or (416) 621-9621 ext. 225.