



ADVERTISING RATES
and SPECIFICATIONS 2024

OFO News

Newsletter of the Ontario Field Ornithologists

Blue-headed Vireo. Photo: Susan Nagy

OFO News features short articles and notes of interest to Ontario birders, site guides, current announcements and book reviews. Our 20 to 24 page newsletter is beautifully illustrated with colour photography by Ontario's finest bird photographers.

OFO News is published three times a year, in February, June and October and is included with a membership in the Ontario Field Ornithologists (OFO).

OFO is a non-profit organization dedicated to the study of bird life in Ontario. Members are keen birders/birdwatchers of all levels of expertise from novice to veteran, who share ideas and information about birds. They travel extensively to significant birdwatching areas, are interested in natural history and conservation, and enjoy a variety of outdoor activities.

View on OFO's website: www.ofo.ca/library/list/key/on



Ontario Field Ornithologists
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2024 Publishing Schedule

OFO News is published three times per year in February, June and October. Each issue will be posted online and/or mailed to members during the last week of the month if possible.

Issue	Booking date	Ad material deadline (print ready files)
February	January 3	January 10
June	May 10	May 17
October	September 9	September 16

Bookings for ad space should be sent to Susan Nagy
advertising@ofo.com

Send final ad files to
Judie Shore at judieshore@bell.net

Advertising Rates 2024

Full colour	One time
1/2 page	\$475. per issue
1/3 page	\$330. per issue
1/6 page	\$240. per issue

With a commitment to three times a year, OFO will post your company logo and a link to your organization on the *OFO News* page on the OFO website.

Advertisers who post 1/2 page ads in both *OFO News* and *Ontario Birds* (six issues a year) will also have their link displayed on the OFO home page.

All amounts are payable in Canadian Dollars.
Invoices will be sent on publication of the issue.

Material Requirements

Ad materials may be supplied by email if under 20 mb.
Send Acrobat PDF of your final ad, or supply materials for us to design your ad, to judieshore@bell.net

Save your PDF at highest resolution: "Press" resolution or PDFx-1a:2001. Embed all fonts, use OpenType or Postscript fonts. (not TrueType). All colour elements must be CMYK (not RGB) at 300 dpi resolution.

Creative Services

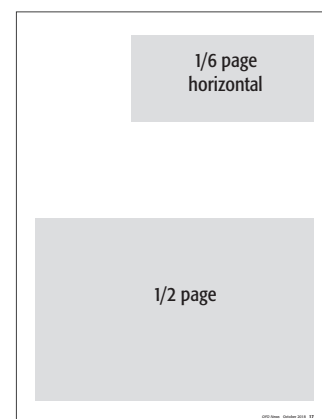
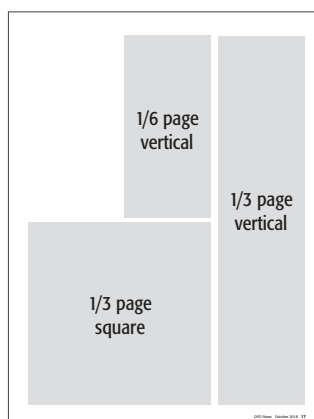
We can design and prepare your ad to fit our specifications. Photos, illustrations and logos should be supplied as high resolution jpeg, tiff, Photoshop eps or Adobe Illustrator eps files. Email your text or send a Word document. Do not embed graphic elements in MS Word files.

We will supply a cost estimate in advance and a PDF will be sent for your approval.

Formats

Please identify your file by your company name and the issue. All colour elements must be 4 colour (cmyk). *OFO News* is printed offset, sheetfed, 4 colour (full colour process).

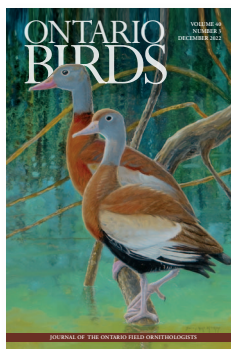
	Width	Depth
1/2 page	7.25 inches	4.75 inches
1/3 page square	4.75 inches	4.75 inches
1/3 page vertical	2.25 inches	9.5 inches
1/6 page vertical	2.25 inches	4.75 inches
1/6 page horizontal	4.75 inches	2.25 inches



OFO News Advertising Contact

For more information or a sample copy of *OFO News*, please contact: Susan Nagy at advertising@ofo.com
Back issues can be seen on the OFO website:
www.ofo.ca/library/list/key/on

Ontario Birds



Ontario Birds features current articles by amateur and professional ornithologists about the status, identification, distribution, and behaviour of Ontario's birds, and includes the annual report of the Ontario Bird Records Committee. The journal (average of 60 pages) is illustrated by Ontario photographers and is highly respected around the world.

Ontario Birds is published three times a year, in April, August and December and is included with a membership in the Ontario Field Ornithologists (OFO) .

For rates and sizes, please contact Susan Nagy:
advertising@ofo.com