

# ONTARIO BIRDS

Journal of the Ontario Field Ornithologists

Canada Jay.  
Nancy Barrett

## ADVERTISING RATES and SPECIFICATIONS 2024



*Ontario Birds* features current articles by amateur and professional ornithologists about the status, distribution, identification and behaviour of Ontario's birds, and includes the annual report of the Ontario Bird Records Committee. The journal is beautifully illustrated by Ontario bird photographers.

*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).

OFO is a non-profit organization dedicated to the study of bird life in Ontario. Members are keen birders

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/ob](http://www.ofo.ca/library/list/key/ob)



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Ontario Field Ornithologists  
PO Box 116 Station F  
Toronto ON M4Y 2L4

## 2024 Publishing Schedule

*Ontario Birds* is published three times per year in April, August and December. 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)
April	March 4	March 11
August	July 8	July 15
December	November 4	November 12

**Commitment for ad space should be sent to [advertising@ofo.com](mailto:advertising@ofo.com)**

**Send final ad files to  
Judie Shore at [judieshore@bell.net](mailto:judieshore@bell.net)**

## Advertising Rates 2024

Full colour	One time
One page	\$660.00
1/2 page	\$475.00
1/3 page	\$330.00
1/4 page	\$275.00

**With a commitment to three times a year,** OFO will post your company logo and a link to your organization on the *Ontario Birds* 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 final art (PDF) or materials for designing your ad to [judieshore@bell.net](mailto:judieshore@bell.net)

**Adobe Acrobat PDF:** Send Press resolution or PDF X:1a. Embed all fonts, use OpenType or PostScript fonts (not TrueType). All colour elements must be CMYK (not RGB) at 300 dpi resolution.

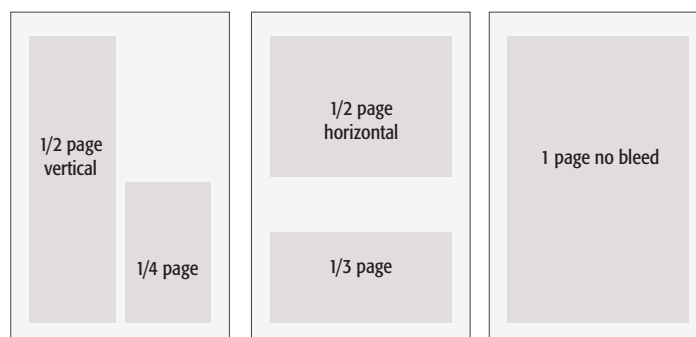
## Creative Services

We can design 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. 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 (eg. April 2020). Please check that your ad size matches the specifications below. All colour elements must be 4 colour (cmyk). Time to correct or change ads may result in extra charges. *Ontario Birds* is printed offset, sheetfed in 4 colour.

	Width	Depth
Full bleed page (trimmed)	5.5 inches	8.25 inches
Please add .375 inch bleed on all sides		
1 page (no bleeds)	4.5 inches	7.10 inches
1/2 page horizontal	4.5 inches	3.475 inches
1/2 page vertical	2.125 inches	7.10 inches
1/3 page	4.5 inches	2.25 inches
1/4 page	2.125 inches	3.475 inches



## Ontario Birds Advertising Representative

For more information or a sample copy of *Ontario Birds*, please contact: **Susan Nagy at [advertising@ofo.com](mailto:advertising@ofo.com)**



## OFO News

OFO's newsletter is published three times a year in February, June and October. Illustrated with excellent colour photos, it features short articles and notes about birds and bird identification, site guides, announcements and book reviews.

For *OFO News* information please contact:  
**Susan Nagy at [advertising@ofo.com](mailto:advertising@ofo.com)**