

Ottawa Sportspage

2015 ADVERTISING GUIDE



ABOUT THE OTTAWA SPORTSPAGE

The Ottawa Sportspage is a monthly newspaper committed to providing a spotlight for local grassroots sports.

In our first three years, we've told over 1,500 stories on high school, university, community club and elite amateur / Olympic sport that are seldom covered by any other media outlets.

Featuring the lowest print advertising rates in the city, the Ottawa Sportspage carries a readership comprised of families with parents and active children involved

in organized sports, as well as all the coaches, managers, administrators, organizers, volunteers, sponsors & fans that make up the Capital region's vibrant sports community.

The newspaper is available for public pick-up at all major sports facilities and many other prime locations across the city, while also reaching a significant online audience through SportsOttawa.com.

To view past editions of the newspaper online and a full list of public pick-up locations, visit:

OTTAWA SPORTSPAGE STANDARD ADVERTISING RATES CARD

AD SIZE	PRICE	AD DIMENSIONS
Full Page	\$1,200	10.5" Wide x 13" Tall
1/2 Page	\$650	10.5" W x 6.25" T
1/3 Page	\$450	4.381" W x 9.82" T
1/4 Page	\$350	5" W x 6.125" T
1/8 Page	\$225	5" W x 3" T
1/16 Page	\$130	3.5" W x 2.125" T
Back Cover*	\$1,700	10.5" W x 13" T
Front Banner*	\$550	10.5" W x 2.75" T
Front Earlug*	\$275	2.1" W x 1.3" T

*Colour Included

HST Extra

BULK PURCHASE DISCOUNTS
2-5 Ads/year = 10% off
6-11 Ads/year = 15% off
12+ Ads/year = 25% off

ADD COLOUR
Full Page = \$200
Half Page = \$150
1/4 Page & less = \$100

<http://sportsottawa.com/content/ottawa-sportspage-0>

(613) 261-5838

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GET INVOLVED WITH THE OTTAWA SPORTSPAGE'S CAMPS PROJECT!

WHAT IS IT?

The Ottawa Sportspage's CAMPS Project provides free sports camps positions to kids who otherwise wouldn't have the means to attend.

HOW DOES IT WORK?

The camp positions are offered by Ottawa Sportspage partners – largely community sports clubs, which receive a discount on advertising in exchange for providing the opportunities at no cost to participants.



In consultation with charitable organizations, kids living in Ottawa Community Housing are identified to take part in the camps.

With help from transportation provider actKIDvity, the

Ottawa Sportspage CAMPS

Connect Athletes of All Means to Paths in Sport
Project

participants are shuttled to and from the camps daily.

The CAMPS Project will strive to encourage and pursue opportunities for interested participants to continue in the sport's regular programming after they've got a taste of it at summer camp.

WHAT IS THE GOAL?

In covering grassroots sports, the Ottawa Sportspage fully appreciates the exceptionally positive impact sport can have on kids' lives.

Our objective is to help kids become involved in organized sport settings where it's possible to find a path to post-secondary or high-performance sport, and to become strong role models.

HOW CAN MY GROUP PARTICIPATE?

Contact the Ottawa Sportspage and sign on to be our partner – it's a WIN-WIN-WIN!



WIN! > Spread the word about your camps and increase participation by advertising to an audience of local sports families



WIN! > Help provide memorable experiences & paths in sport for kids who otherwise wouldn't have the means to take part



WIN! > Support the wider sports community by backing a publication devoted to shining a light on local amateur sport news

PARTNERSHIP PACKAGES FOR COMMUNITY SPORTS ORGANIZATIONS

	PRINT ADVERTISING	ONLINE ADVERTISING	PARTNER CONTRIBUTIONS	PRICE
BRONZE PARTNER	1/4 page colour ads in 3 editions of Ottawa Sportspage	Listing on new summer camps guide web site: OttawaSportsCamps.ca	2 free spots in week-long sports camp for kids living in Ottawa Community Housing	\$850 & HST
SILVER PARTNER	1/4 page colour ads in 8 editions of Ottawa Sportspage & 1/8 page colour ads in 4 editions 1/4 page column/advertorial space in 6 editions of Ottawa Sportspage	Listing on new summer camps guide web site: OttawaSportsCamps.ca 8 weeks premium web advertising on SportsOttawa.com Logo & link included under Club Profile left bar on SportsOttawa.com	2 free spots in week-long sports camp, or season program session, for kids living in Ottawa Community Housing Recognize Ottawa Sportspage as a sponsor of a club tournament or event (banner on display, newspaper given to participants, logo on promo materials)	\$2,400 & HST
GOLD PARTNER	1/4 page colour ads in every edition of Ottawa Sportspage (12 per year) 1/3 page column space in each edition for club to publish news of its choosing	Listing on new summer camps guide web site: OttawaSportsCamps.ca 16 weeks premium web advertising on SportsOttawa.com Logo & link included under Club Profile left bar on SportsOttawa.com	2 free spots in week-long sports camp, or season program session, for kids living in Ottawa Community Housing Recognize Ottawa Sportspage as a sponsor of a club tournament or event (banner on display, newspaper given to participants, logo on promo materials)	\$3,600 & HST

Additional Services Available to CAMPS Project Partners:

promotional article about programs or camps produced by professionally-trained Ottawa Sportspage staff (partner can re-use content for own purposes)	> \$75	OttawaSportsCamps.ca top banner ad (only 4 available)	> \$400
professional production of original 1/4 page ad design	> \$75	One month premium advertising on SportsOttawa.com	> \$200
session with professional photographer for promo photos	> \$125	take photos at targeted sports event & post on Ottawa Sportspage Facebook page, link to promo article on club	> \$500
additional 1/4 page colour ad space	> \$325	*OTHER PACKAGES TAILORED TO MEET SPECIFIC ADVERTISING OBJECTIVES CAN BE CREATED*	