



ONTARIO  
SOCIETY  
OF PROFESSIONAL  
ENGINEERS

## 2009 Advertising Rate Card Society Notes (e-newsletter)

Society Notes is published monthly no less than 10 times per year. All editions are archived on the Society's website under publications at [www.ospe.on.ca/societynotes.html](http://www.ospe.on.ca/societynotes.html). Two versions are sent out, customized to recipients who are members, and a second to non-members.

as little as 3¢ per address!	<b>MEMBERS ONLY</b> approx <b>9,000</b> recipients	<b>MEMBERS &amp; NON-MEMBERS</b> approx <b>55,000</b> recipients
<b>OPTION A</b>	<b>\$800.00</b> per issue, GST extra	<b>\$1800.00</b> per issue, GST extra
<b>OPTION B</b>	<b>\$800.00</b> per issue, GST extra	<b>\$1800.00</b> per issue, GST extra

### OPTION A - Button graphic

Your company may provide a 150x80p animated or static graphic highlighting your organization, product or service which will be hotlinked to your website or PDF document.

### OPTION B - Logo plus text

Your ad will include your logo, a brief description of your organization, product or service (approx. 100 characters including spaces) and a link to your website or PDF document.

### FOR MORE INFO:

Please contact:

Kris Light  
klight@ospe.on.ca  
416-223-9961 ext. 231

### SUBMISSION NOTES

Images (ads or logos) to be submitted in one of the following formats:

- gif (static)
- gif (animated)
- jpg
- psd
- pdf
- eps
- tif

Submit images/copy to  
klight@ospe.on.ca

All ads are subject to approval and may not compete with any OSPE programs or services. Maximum two ads per issue.

**OPTION A**  
Provide a static or animated image  
150 x 80 pixels

**OR**

**OPTION B**  
Provide your logo plus 100 characters  
(including spaces)

The sample layout shows the top navigation bar with 'LOG IN', 'COURSES', 'EVENTS', and 'ADVOCACY' buttons. The main header features the 'SOCIETY OF PROFESSIONAL ENGINEERS' logo and the title 'Society Notes' in a large, stylized font. Below the header, there are several content blocks: a 'FEATURED BENEFIT' section for Manulife Financial, a 'FEATURED ADVERTISER' section for Nexient with a 'SPECIAL SAVINGS' offer, and a 'News & Features' section with articles on 'Project Management Professional Certification Now More Affordable', 'With A. W. Hodgins Memorial Lecture' at McMaster University, and 'Engineers Canada Interim Labour Market Study'. Each article includes a small image and a 'more' link.