



Print Advertising

Crosstalk is the newspaper (print edition) of the Anglican Diocese of Ottawa (ADO). Advertising in this publication places your message in front of a broad audience, across our vast 46,620+ kilometre region. It spans across eastern Ontario and western Quebec, including Canada's vibrant capital city, Ottawa. Subscribers are located in Ottawa as well as in over 50 surrounding communities.

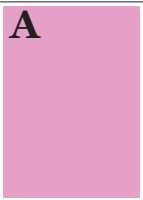
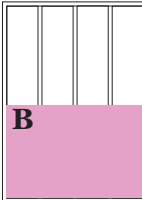
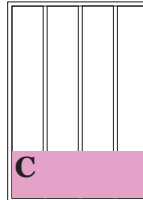
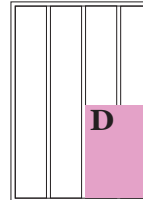
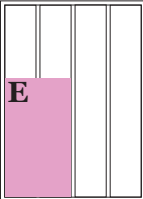
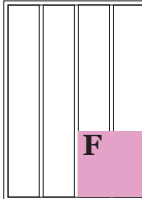


Over 2,300 copies of each 12- to 20-page issue are distributed free of charge (optional donation of \$25) to households across the communities we serve. Copies are also available for pickup at community churches and affiliated offices.

Crosstalk is published digitally through *Perspective*, the ADO online newspaper. Readers also have access to back issues. New issues are announced through the ADO eNewsletter to subscribers and social media (Instagram, Facebook, LinkedIn).

Online ads offer premium locations giving advertisers optimum visibility.

For more information and to secure your ad space, please contact: advertising@ottawa.anglican.ca

Print Rates

| | | | |
|--|---|---|---|
|  |  |  |  |
| Full Page 10.25 x 14.5" \$1000 | Half Page Horizontal 10.25 x 7" \$550 | Quarter Page Horizontal 10.25 x 3.5" \$275 | Quarter Page Vertical 5 x 7" \$275 |
|  |  |  |  |
| Two Column Formats 5 x 9" \$295 | Two Column Formats 5 x 5" \$260 | Eighth Page Horizontal 5 x 3.5" \$140 | Eighth Page Vertical 2.3 x 7" \$140 |




Rates are per issue* (No HST)

- ADO parishes & ministries receive 20% discount
- Make cheque payable to:

Anglican Diocese of Ottawa
71 Bronson Ave, Ottawa ON K1R 6G6

Online Advertising

Quick facts:

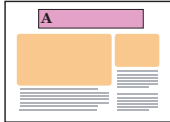
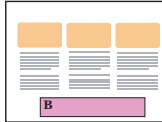
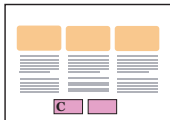

- **10x**  Crosstalk is published ten times per year
Perspective - Crosstalk PLUS more!
- **2,300+**  Issue print readership
New - Online Subscribers growing!
- **76+ years**  Printed since 1948

Now available → ADO publication now offers Perspective, an online newspaper, where people can access ADO-featured news and updates anytime and from anywhere in the world. Perspective readers can download (and print) the current edition and back issues.

Online Rates

| Size (pixels) | 3 Issues | 10 Issues |
|----------------------------------|----------|-----------|
| Homepage Top Header ad (970x250) | \$800 | \$2,500 |
| Bottom Footer ad (970x250) | \$675 | \$2,200 |
| Medium ad (364x180) | \$400 | \$1,250 |
| In-Story Footer ad (200x200) | \$275 | \$900 |

* Three-month minimum commitment required for online ad purchase.

| | |
|---|---|
|  |  |
| Homepage Top Header ad (970x250) \$300 | Bottom Footer ad (970x250) \$250 |
|  |  |
| Medium ad (364x180) \$150 | In-Story Footer ad (200x200) \$100 |

Limited Space!

To book your Ad or for more information please contact: advertising@ottawa.anglican.ca

- 3 months ad purchase minimum for online ads
- Digital ad linked with your website

Effective as of Mar 1, 2024

Artwork Specifications

Crosstalk: Advertising rates are based on press-ready, electronic artwork supplied as *high-quality* PDF files (saved as *High Quality Print* or *Press Quality*), or JPG, Tiff or Photoshop psd images with 300 dpi at 100%. For Crosstalk, it is recommended to use fonts larger than 8pt and to not use reverse type (white on a black or coloured background) under 11pt. All color files must be created and submitted to publisher in CMYK color mode.

2024 DEADLINES CROSSTALK

Perspective: Artwork accepted in PNG or JPG files with 150 dpi. Use 12pt font size as the minimum. Maximum 50KB and include the clickthrough URL.

For more information, please contact advertising@ottawa.anglican.ca

| 2024 ISSUE | EDITORIAL DEADLINE | ADVERTISING ARTWORK DUE* | DISTRIBUTION DATE |
|----------------------------------|--------------------|--------------------------|-------------------|
| Jan | Nov 22, 2023 | Nov 22, 2023 | Dec 24, 2023 |
| Feb | Dec 22, 2023 | Dec 22, 2023 | Jan 24, 2024 |
| Mar | Jan 22, 2024 | Jan 22, 2024 | Feb 24, 2024 |
| Apr | Feb 22, 2024 | Feb 22, 2024 | Mar 24, 2024 |
| May | Mar 22, 2024 | Mar 22, 2024 | Apr 24, 2024 |
| Jun | Apr 22, 2024 | Apr 22, 2024 | May 24, 2024 |
| No July Issue No August Issue | | | |
| Sep | July 22, 2024 | July 22, 2024 | Aug 24, 2024 |
| Oct | Aug 22, 2024 | Aug 22, 2024 | Sep 24, 2024 |
| Nov | Sept 22, 2024 | Sept 22, 2024 | Oct 24, 2024 |
| Dec | Oct 22, 2024 | Oct 22, 2024 | Nov 24, 2024 |
| 2025 | | | |
| Jan 2025 | Nov 22, 2024 | Nov 22, 2024 | Dec 24, 2024 |
| Feb 2025 | Dec 22, 2024 | Dec 22, 2024 | Jan 24, 2025 |

*Deadline for both print and online artwork.

Advertising Policy

Advertisers with a product or service to sell, or an opinion to express, may purchase space to carry their messages in *Crosstalk* and *Perspective*.

We accept no advertising for tobacco, small loans or lotteries. All advertising must meet the standards of good taste.

Crosstalk abides by the *Canadian Code of Advertising Standards*, to which all major advertisers associations, large corporations, business and retail companies subscribe as the standard for advertising.

That means that each advertisement is examined from a number of different viewpoints, including good taste, moral tone, honesty, and suitability to try to eliminate false or misleading advertising and to maintain public decency.

Terms and Conditions for Print and Online Publications

Acceptance of Terms: By submitting content or placing an advertisement with *Perspective* and/or *Crosstalk*, you agree to abide by the terms and conditions set out immediately below.

Content Submission: All content submitted for publication, including articles, images, and advertisements, must comply with applicable federal and provincial laws and regulations. *Perspective* and/or *Crosstalk* reserves the right to reject or modify any content that is deemed inappropriate, offensive, or unlawful.

Copyright and Intellectual Property: Contributors retain copyright to their original content. By submitting content to *Perspective* and/or *Crosstalk*, contributors grant a non-exclusive license for the publication to use, reproduce, and distribute the content in print and online formats. Contributors are responsible for obtaining any necessary permissions or licenses for third-party content included in their submissions.

Advertisement Placement: Advertising is accepted on a first-come, first-served basis and is based on space availability. Placement of advertisements within *Perspective* and/or *Crosstalk* is at the discretion of the publication's editorial and advertising teams. While every effort will be made to accommodate advertisers' preferences, *Perspective* and/or *Crosstalk* reserves the right to determine the placement and positioning of advertisements.

Payment Terms: Payment for advertisements is due upon receipt of invoice, unless otherwise agreed upon in writing. Late payments may be subject to interest charges or penalties. *Perspective* and/or *Crosstalk* reserves the right to withhold publication of advertisements until payment is received in full.

Cancellation and Refunds: Advertisements may be cancelled or modified with reasonable notice, subject to *Perspective's* and/or *Crosstalk's* approval. Refunds for cancelled advertisements may be provided at *Perspective's* and/or *Crosstalk's* discretion.

Accuracy and Liability: *Perspective* and/or *Crosstalk* makes every effort to ensure the accuracy of content published in print and online. However, *Perspective* and/or *Crosstalk* assumes no liability for errors or omissions in published content. Advertisers are responsible for the accuracy of their advertisements and any claims or representations made therein.

Indemnification: Advertisers and contributors agree to indemnify and hold harmless *Perspective* and/or *Crosstalk*, the Anglican Diocese of Ottawa, its employees, agents, and affiliates from any claims, damages, or liabilities arising out of or related to their content or advertisements.

Governing Law: These terms and conditions shall be governed by and construed in accordance with the laws of Ontario. Any disputes arising under these terms and conditions shall be subject to the exclusive jurisdiction of the courts of Ottawa, Canada.

Modification of Terms: *Perspective* and/or *Crosstalk* reserves the right to modify or amend these terms and conditions at any time. Any changes will be communicated to advertisers and contributors in writing.

By submitting content or placing advertisements with *Perspective* and/or *Crosstalk*, you acknowledge that you have read, understood, and agreed to these terms and conditions.