

PERSPECTIVE

ADO Online and Print Newspaper

Print Advertising

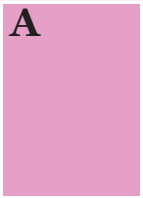
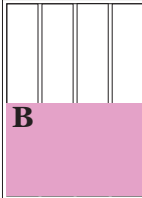
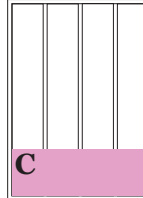
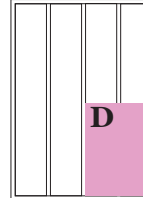
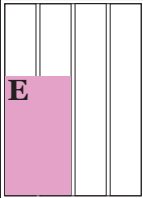
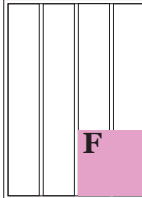


Perspective is the online and print newspaper of the Anglican Diocese of Ottawa (ADO). Formerly known as Crosstalk, **Perspective** continues the same tradition of thoughtful content and community connection, just with a new name for both publications. Advertising in this publication places your message in front of a broad and engaged audience across our expansive 46,620+ km² region. This includes eastern Ontario and western Quebec, with a strong presence in Canada's vibrant capital, Ottawa. Our subscribers live in Ottawa and over 50 surrounding communities.

Each 12- to 20-page issue sees more than 2,300 copies distributed free of charge (with an optional \$25 donation) directly to households in our region. Additional copies are available for pickup at local churches and diocesan offices.

Readers can access current and back issues online. New releases are promoted through the ADO eNewsletter and on our social media platforms (Instagram, Facebook, LinkedIn).

Online advertising includes premium placements for optimal visibility. To learn more contact: advertising@ottawa.anglican.ca

Print Rates

			
Full Page 10.25 x 14.5" \$800	Half Page Horizontal 10.25 x 7" \$400	Quarter Page Horizontal 10.25 x 3.5" \$200	Quarter Page Vertical 5 x 7" \$200
			
Two Column Formats 5 x 9" \$250	Two Column Formats 5 x 5" \$150	Eighth Page Horizontal 5 x 3.5" \$100	Eighth Page Vertical 2.3 x 7" \$100




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

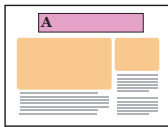
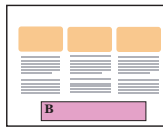
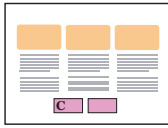
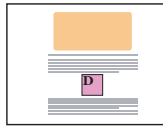
Now available ➔ In **Perspective** people can access ADO-featured news and updates anytime and from anywhere in the world. **Perspective** readers can download (and print) the current edition and back issues.

Online Rates

Size (pixels)	3 Issues	10 Issues
Homepage Top Header ad (970x250)	\$432	\$1,440
Bottom Footer ad (970x250)	\$337.50	\$1,125
Medium ad (364x180)	\$202.50	\$675
In-Story Footer ad (200x200)	\$135	\$450

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

* 10% Off All Ad Packages! Book 3 or 10 issues of and save big.

	
Homepage Top Header ad (970x250) \$160	Bottom Footer ad (970x250) \$125
	
Medium ad (364x180) \$75	In-Story Footer ad (200x200) \$50

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 Oct 1, 2025

Read Perspective here: ottawa.anglicannews.ca **Subscribe now** www.ottawa.anglican.ca/subscribe/

Artwork Specifications

Print: 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 print issues, 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.

Online: 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

2025 DEADLINES PERSPECTIVE

2025 ISSUE	EDITORIAL DEADLINE	ADVERTISING ARTWORK DUE*	DISTRIBUTION DATE
Jan	Nov 25, 2024	Nov 22, 2024	Dec 24, 2024
Feb	Dec 25, 2024	Dec 22, 2024	Jan 24, 2025
Mar	Jan 25, 2025	Jan 22, 2025	Feb 24, 2025
Apr	Feb 25, 2025	Feb 22, 2025	Mar 24, 2025
May	Mar 25, 2025	Mar 22, 2025	Apr 24, 2025
Jun	Apr 25, 2025	Apr 22, 2025	May 24, 2025
No July Issue No August Issue			
Sep	July 25, 2025	July 22, 2025	Aug 24, 2025
Oct	Aug 25, 2025	Aug 22, 2025	Sep 24, 2025
Nov	Sept 25, 2025	Sept 22, 2025	Oct 24, 2025
Dec	Oct 25, 2025	Oct 22, 2025	Nov 24, 2025
2026			
Jan 2026	Nov 25, 2025	Nov 22, 2025	Dec 24, 2025
Feb 2026	Dec 25, 2025	Dec 22, 2025	Jan 24, 2026

*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 *Perspective*.

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

Perspective 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*, 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* 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*, 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* is at the discretion of the publication's editorial and advertising teams. While every effort will be made to accommodate advertisers' preferences, *Perspective* 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* 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* approval. Refunds for cancelled advertisements may be provided at *Perspective's* discretion.

Accuracy and Liability: *Perspective* makes every effort to ensure the accuracy of content published in print and online. However, *Perspective* 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*, 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* 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*, you acknowledge that you have read, understood, and agreed to these terms and conditions.