

# BLOCKtalk Advertising Rate Card

Rates effective  
January 1, 2012

Keeping Ontario's Meat and Poultry Industry Informed

## 2012 RATES

Size	Member	Non-Member
1/4 Page	\$165.00	\$200.00
1/4 page back cover	\$330.00	N/A
1/4 page Christmas Issue	\$220.00	N/A
1/4 page Annual Report	\$220.00	N/A
1/2 page	\$275.00	\$300.00
full page	\$495.00	\$550.00
full page inside front cover*	\$620.00	\$775.00
full page inside back cover*	\$620.00	\$775.00
flyer insert	\$385.00	\$440.00

BLOCKtalk advertising rates are per issue and subject to 13% HST

\*Placement is on a first, come first serve basis

## 2012 RATES

Publication Dates	Advertising Deadline	Distribution Date
Spring	February 15	March 2
Summer	May 15	June 1
Fall	August 15	September 7
Winter	November 15	December 7

## BLOCKtalk PROFILE

**BLOCKtalk** is the official publication of the OIMP. The newsletter is distributed exclusively to over **500** OIMP members, commodity groups, and government.

**BLOCKtalk** is printed in full colour, making your advertisements more effective and appealing.

### BLOCKtalk readers are:

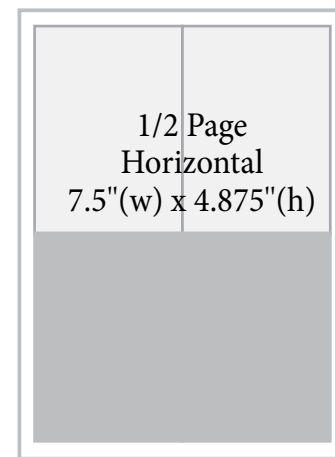
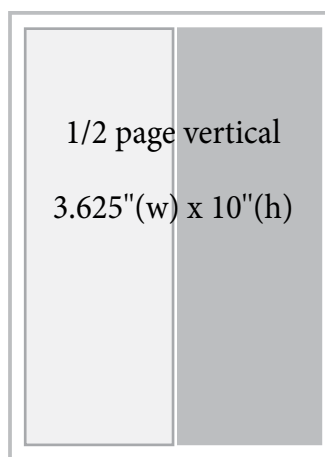
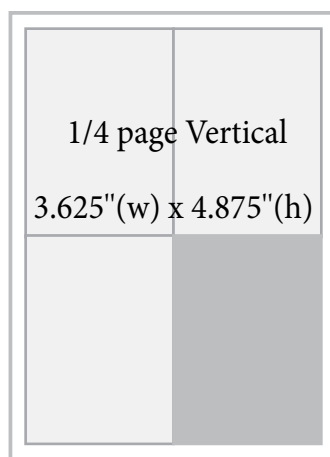
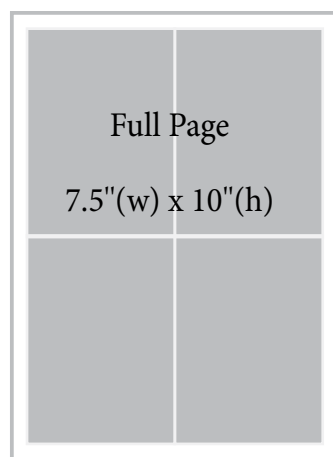
- Owners, managers and other decision makers in Ontario's meat and poultry abattoirs, processors and retail butcher shops.
- Your current and potential customers and clients.

## MECHANICAL SPECIFICATIONS

**Artwork:** Please submit all advertising material in a digital format. Only Windows files will be accepted. Image resolution must be 300 dpi (minimum) in JPEG, TIFF or EPS format. PDF files will be accepted, saved as High Quality Print.

Please ensure that all artwork meets the above specifications to avoid production delays.

## AD DIMENSIONS



For more information or to place your advertisement in BLOCKtalk contact:

**Janet Wellwood** - Ontario Independent Meat Processors

Toll Free: 1-800-263-3797

Tel: 519-763-4558 Ext 221

Fax: 519-763-4164

E-mail: [news@oimp.ca](mailto:news@oimp.ca)

website: [www.oimp.ca](http://www.oimp.ca)