

# NAVIGATE

Navigating Your Way Through Ontario's Health Care System

## 2019–2020 Media Planner

### About Navigate:

Navigate magazine was originally launched in 2015 and was created as a resource for health care professionals. We saw a need to inform the public on how to “Navigate” the health care system and have changed the scope of the magazine to guide our readers through the complex process of navigating Ontario health care.

We highlight relevant issues specifically geared to educating the public about the Ontario health care system and associated services. This information will directly benefit readers, health care professionals and their patients.

The magazine will be available in major hospitals and health care centers in Ontario and online. Navigate also has a social media and digital TV presence.

Navigate will touch on various elements of the health care system and work closely within the health care industry to produce relevant and current information. Some of the topics we will focus on include:

- Senior Care
- Mental Health Care
- Critical Injury Services
- Diabetic Care
- Palliative Care
- Cancer Care
- Chronic Pain
- Child Health Care

We welcome suggestions for topics and stories as well as encourage health care professionals to submit examples of good practice happening in their hospital or care centre.



## 2019 Editorial Focus

### ISSUE 1

Feature Topics:

- Infection Control
- Chronic Pain & Senior Care

**AD DEADLINE: AUGUST 15TH, 2019**

**PUBLISHED: OCTOBER 2019**

### ISSUE 2

Feature Topics:

- Mental Health
- Diabetic Care

**AD DEADLINE: DECEMBER 15TH, 2019**

**PUBLISHED: JANUARY 2020**

### ISSUE 3

Feature Topics:

- Arthritis
- Cancer Care

**AD DEADLINE: MARCH 15, 2020**

**PUBLISHED: MAY 2020**

## In Every Issue:

- Discharge from Hospital
- Navigating the System
- Advocating for your Health
- Mental Health & Addiction
- Stroke & Heart Attack
- Alzheimer's & Dementia
- Blood & Organ Donation
- Proper Disposal of Medication

OVER **20,000**  
READERS IN ONTARIO

### NAVIGATE DISTRIBUTION

20,000 copies of Navigate are distributed quarterly across Ontario health care facilities such as:

- Hospitals & Emergency Rooms
- Doctor's Offices
- Rehabilitation Centres
- Long Term Care Facilities
- Government Institutions
- Health Care Organizations
- Retirement Homes

We interact daily with the health care industry through:



## 2019–2020 Print Advertising Rates

### DOUBLE PAGE SPREAD

Trim Size: 16.75 x 11"  
Bleed Size: 16.5 x 10.75"  
Live Area: 16 x 10.25"

**\$6450**

2 issues: \$6000  
3 issues: \$5800

### FULL PAGE

Trim Size:  
8.25 x 10.75"  
Bleed Size:  
8.5 x 11"  
Live Area:  
7.75 x 10.25"

**\$2950**

2 issues: \$2500  
3 issues: \$2200

### FRONT PAGE BANNER

Ad Size:  
7.75 x 1.25"

**\$2800**

2 issues: \$2600  
3 issues: \$2300

### HALF PAGE VERTICAL

Ad Size:  
3.75 x 10.25"

**\$2100**

2 issues: \$2000  
3 issues: \$1900

### HALF PAGE HORIZONTAL

Ad Size:  
7.75 x 5"

**\$2100**

2 issues: \$2000  
3 issues: \$1900

### QUARTER PAGE VERTICAL

Ad Size:  
3.75 x 5"  
**\$1350**

2 issues: \$1200  
3 issues: \$1100

### QUARTER PAGE HORIZONTAL

Ad Size:  
7.75 x 2.375"

**\$1350**

2 issues: \$1200  
3 issues: \$1100

### ONE SIXTH PAGE (1/6TH)

Ad Size:  
3.75 x 3.25"

**\$1000**

2 issues: \$875  
3 issues: \$700

### ONE EIGHTH PAGE (1/8TH)

Ad Size:  
3.75 x 2.375"

**\$700**

### PREMIUM FULL PAGE AD POSITIONS

Inside Front Cover (Left/Right): **add \$500**

Inside Back Cover: **add \$500**

Back Cover: **add \$500**

## 2019–2020 Online Advertising Options

**Horizontal Banner Ad**  
(728x90px) ..... **INQUIRE**

**Medium Rectangle Ad**  
(300x250px)..... **INQUIRE**

**Custom Sponsorship Ad**  
(300x60px) ..... **INQUIRE**

**Video Posting**  
(30 Days) ..... **INQUIRE**

**Healthcare Products & Services Directory**  
(Basic - Logo & Website)..... **INQUIRE**  
(Premium - +3 Pictures) ..... **INQUIRE**

## MEDIA REQUIREMENTS

We prefer that Ads be submitted in press ready PDF, with crop marks, and all fonts should be outlined. If a bleed is required, please ensure that artwork contains a 1/8th (0.125") of bleed area.

Artwork can also be submitted in:

- Adobe InDesign (packaged, zipped and all fonts outlined)
- Illustrator (packaged, zipped and all fonts outlined)
- Photoshop (packaged, zipped and all fonts outlined)

Please make sure that all artwork and images are CMYK with a minimum of 300dpi, and all fonts are outlined or included with artwork. Any artwork submitted in Microsoft Word or another program that requires a designer's attention will incur a minimum artwork fee of one hour (\$85 + HST)

Online artwork should be submitted in 72dpi, .PNG, .JPG, or .GIF. Any artwork submitted in an alternate format or requiring revisions will incur a minimum artwork charge of one hour.

If you need an advertisement created, artwork can be designed upon request for an additional fee. Creative rate: \$85+HST per hour.

Artwork submissions and inquiries can be emailed to: [kat@graymatters.ca](mailto:kat@graymatters.ca)

Ad Size	1 Issue	2 Issues	3 Issues	Premium Full Page Ads	Cost
Double Page Spread	\$6450	\$6000	\$5800	Inside Front Cover Left	+\$500
Full Page	\$2950	\$2500	\$2200	Inside Front Cover	+\$500
Front Banner	\$2800	\$2600	\$2300	Inside Back Cover	+\$500
Half Page Vertical	\$2100	\$2000	\$1900	Back Cover	+\$500
Half Page Horizontal	\$2100	\$2000	\$1900	<i>*Prices per issue. Available as upgrade on fullpage ads only. Limited spaces available.</i>	
Quarter Page Vertical	\$1350	\$1200	\$1100		
Quarter Page Horizontal	\$1350	\$1200	\$1100		
One Sixth Page	\$1000	\$875	\$700		
One Eighth Page	\$700	N/A	N/A		

*\*Prices per issue. If advertising in multiple issues, advertisement will appear in sequential issues.*

Company Name:

Contact Name:

Billing Street Address

City:

Province:

Postal Code:

Phone Number:

Email:

Signature

Date:

Please make all cheques payable to Graymatter Marketing Solutions and send your completed form and payment to:  
Graymatter Marketing Solutions, 1550 Bayly Street, Unit 16A, Pickering, Ontario L1W 3W1

If you have any questions, please contact:

Audra Leslie, Sales | c. 647-290-3273 | o. 905-420-1810 | audra@graymatterms.ca

Helena Barnett, Director of Operations | helena@graymatterms.ca

Kat O'Donnell, Creative Director | kat@graymatterms.ca

Terms of payment: Net due upon receipt of invoice.

General: Any advertisement is accepted, rejected or classified at the publisher's discretion. The publisher reserves the right or option to insert the word 'advertisement' above or below any copy. All materials produced by the magazine remain the property of the publisher. Rates are subject to change without notice.

Errors and Omissions: Liability of Publisher for non-insertion is limited to the amount paid for the advertisement. Liability of Publisher for errors by Publisher is limited to cost of space occupied by the error. Liability of Publisher for damage arising out of incorrect delivery or non-delivery of any insert is limited to the amount paid to the Publisher for distribution of such insert. The publisher reserves the right to reject, discontinue or omit any advertisement without notice or penalty to either party. Advertiser warrants that advertising content will not be libellous or misleading. Advertiser agrees to indemnify Publisher with respect to any loss sustained by Publisher on publishing a libellous or misleading advertisement.

Graymatter Marketing reserves the right to refuse advertising at any time without penalty. All advertisements are accepted and published with the understanding that the advertiser assumes liability for content of advertising matter (including text, representation and illustrations.) Placement of ads (other than confirmed cover placements) is at the discretion of the Editor. This is a contract for publication of an article in a consumer magazine. It gives the publisher the right to publish the work in any print or electronic format. It also allows the publisher to publish only parts of the article in marketing materials. The author is not compensated for any of these uses.



Every issue of Navigate Magazine has four recurring editorial sections that focus on the health care industry's most important and sought after topics. These sections are available to be sponsored.

## SECTION TOPICS

- ➔ **1. Steps to follow upon discharge from the hospital**
- ➔ **2. What to do in a mental health crisis**
- ➔ **3. Know the signs of a heart attack and stroke**
- ➔ **4. Cognitive testing for signs of Alzheimer's and Dementia**

Do you have important health care information you would like published in Navigate? Sponsorship of customized topics are available upon request.

## SPONSORSHIP PACKAGE

Sponsorship of one editorial section is **\$5000** per issue (published quarterly) and includes:

- ➔ Business recognized as sponsor in the editorial section
- ➔ Logo and contact details included within the editorial section
- ➔ One full page ad within the same issue
- ➔ Logo and web link on Navigate website (3 months per issue sponsored)
- ➔ Business listed in Navigate's online directory (3 months per issue sponsored)

## SPONSORED EDITORIAL SAMPLE

*("What to do in a mental health crisis" pictured below)*

<div data-bbox="272 1245 350 1264">NAVIGATE</div> <div data-bbox="272 1287 516 1388"> <p>IF YOU'RE IN A <b>CRISIS.</b> MAKE THE CALL.</p> </div> <div data-bbox="272 1409 516 1478"> <p>1 in 5 people will suffer from some sort of mental health disorder in their life. If you are experiencing a mental health crisis yourself, or you know someone who is, here is what you should do:</p> </div> <div data-bbox="272 1488 516 1612"> <ul style="list-style-type: none"> <li>• Call 911 or go to the nearest emergency department or hospital</li> <li>• Contact a nurse at Telehealth Ontario at <b>1-866-797-0000</b></li> <li>• For all mental health services in Ontario, call 24/7, toll-free <b>1-866-531-2600</b>, to access support for mental health, addiction and problem gambling services. This is a free and confidential service.</li> <li>• Call the Mental Health Crisis Line, 24/7, toll-free <b>1-866-996-0901</b></li> <li>• Contact your doctor</li> <li>• Find a local distress centre near you. Distress or crisis phone lines are open 24/7 and offer free, confidential and anonymous telephone counselling and information</li> </ul> </div> <div data-bbox="272 1623 516 1667"> <p>Mental health is more than the absence of a mental health condition or illness: it is a positive sense of well-being, or the capacity to enjoy life and deal with the challenges we face. Mental and physical health is fundamentally linked.</p> </div> <div data-bbox="272 1677 516 1801">  </div> <div data-bbox="532 1287 776 1528">  </div> <div data-bbox="532 1539 776 1583"> <p>Some people worry about asking for help because there can be stigma around mental health problems. Asking for help means that you want to make changes. We should celebrate the courage it takes to speak up. Getting help is part of recovery.</p> </div> <div data-bbox="532 1593 776 1617"> <p>Building a support team is critical, no one should ever have to follow their journey on their own.</p> </div> <div data-bbox="532 1627 776 1801"> <ul style="list-style-type: none"> <li>• Talk with supportive friends and family. Share your feelings with them and let them be part of your team.</li> <li>• Talk to your family doctor. They are a great resource and can link you to other professionals, if needed.</li> <li>• Connect with community mental health clinics or organizations like the Canadian Mental Health Association (CMHA) for information, support, and services.</li> <li>• Call a help line. Some organizations also offer support online or through text messaging.</li> <li>• Learn more about mental health. You can find useful books, websites, and other resources through your provincial or territorial government and community agencies.</li> <li>• Connect with others who have personal experience with a mental illness and learn more about their recovery journey.</li> <li>• Talk with a member or leader you trust from your faith or cultural group.</li> </ul> </div> <div data-bbox="467 1822 584 1833"> <p>CONTENT SPONSORED BY:</p> </div> <div data-bbox="280 1854 451 1917"> <p><b>YOUR LOGO HERE</b></p> </div> <div data-bbox="475 1854 784 1917"> <p><b>Company Description and Contact Info Here</b></p> </div> <div data-bbox="272 1938 370 1953"> <p>8   www.navigatemag.com</p> </div>	<div data-bbox="1271 1245 1349 1264">NAVIGATE</div> <div data-bbox="906 1507 1279 1602"> <p><b>YOUR FULLPAGE AD HERE</b></p> </div> <div data-bbox="1133 1938 1349 1953"> <p>Navigating Your Way Through Ontario's Health Care System   9</p> </div>
---	--

# NAVIGATE 2019-2020 Editorial Sponsorship Contract

Section Topics	Issue(s)		
Hospital Discharge	Summer	Fall	Winter
Mental Health Crisis	Summer	Fall	Winter
Heart Attack & Stroke	Summer	Fall	Winter
Alzheimer's & Dementia	Summer	Fall	Winter
Custom Topic	Summer	Fall	Winter

Company Name:

Contact Name:

Billing Street Address

City:

Province:

Postal Code:

Phone Number:

Email:

Signature

Date:

Please make all cheques payable to Graymatter Marketing Solutions and send your completed form and payment to:  
Graymatter Marketing Solutions, 1550 Bayly Street, Unit 16A, Pickering, Ontario L1W 3W1

If you have any questions, please contact:

Audra Leslie, Sales | c. 647-290-3273 | o. 905-420-1810 | audra@graymatterms.ca

Helena Barnett, Director of Operations | helena@graymatterms.ca

Kat O'Donnell, Creative Director | kat@graymatterms.ca

Terms of payment: Net due upon receipt of invoice.

General: Any advertisement is accepted, rejected or classified at the publisher's discretion. The publisher reserves the right or option to insert the word 'advertisement' above or below any copy. All materials produced by the magazine remain the property of the publisher. Rates are subject to change without notice.

Errors and Omissions: Liability of Publisher for non-insertion is limited to the amount paid for the advertisement. Liability of Publisher for errors by Publisher is limited to cost of space occupied by the error. Liability of Publisher for damage arising out of incorrect delivery or non-delivery of any insert is limited to the amount paid to the Publisher for distribution of such insert. The publisher reserves the right to reject, discontinue or omit any advertisement without notice or penalty to either party. Advertiser warrants that advertising content will not be libellous or misleading. Advertiser agrees to indemnify Publisher with respect to any loss sustained by Publisher on publishing a libellous or misleading advertisement.

Graymatter Marketing reserves the right to refuse advertising at any time without penalty. All advertisements are accepted and published with the understanding that the advertiser assumes liability for content of advertising matter (including text, representation and illustrations.) Placement of ads (other than confirmed cover placements) is at the discretion of the Editor. This is a contract for publication of an article in a consumer magazine. It gives the publisher the right to publish the work in any print or electronic format. It also allows the publisher to publish only parts of the article in marketing materials. The author is not compensated for any of these uses.