

The Ontario Genealogical Society
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**ADVERTISING
IN
*FAMILIES***

The Society welcomes classified advertisements in its quarterly journal, *Families*. The current circulation of 4,500 reaches individuals, institutions, libraries and genealogical societies in Canada, the United States and other countries. It is a cost effective way of advertising your products or services to those pursuing the rapidly growing field of genealogical research.

We have streamlined the administrative procedures and therefore, these changes make it easier for the prospective advertiser to estimate the costs of different advertising formats, and to place the ads.

1. Column Ads (6.0 cm wide or 2 3/8 inches wide):

- \$0.14 per printed character** (letter, number, punctuation) in standard *Families* font size
- \$15.00 minimum** charge per column advertisement

2. Block Ads [*A one inch minimum fee applies*]

- (6.0 cm wide or 2 3/8 inches wide): \$34.00 per inch. Min. 1 inch**
- (9.2 cm wide or 3 5/8 inches wide): \$52.00 per inch. Min. 1 inch**

3. Fractional Page Ads

Dimensions are width by height

Page Ads:

Full Page:	(18.7 x 24.8 cm or 7 3/8 x 9 3/4 inches)
\$1,400.00	Outside Back Cover (4 colour)
\$1,250.00	Inside Front Cover (4 colour)
\$1,200.00	Inside Back Cover (4 colour)
\$ 800.00	Inside pages (black & white)

- Half Page:** (18.7 x 12.4 cm or 7 3/8 x 4 7/8 inches - **horizontal**)
 - \$ 700.00 Inside Front Cover (4 colour)
 - \$ 650.00 Inside Back Cover (4 colour)
 - \$ 450.00 Inside pages (black & white)

- Half Page:** (9.2 x 24.8 cm or 3 5/8 x 9 3/4 inches - **vertical**)
 - \$ 450.00 Inside pages (black & white)

- Quarter Page:**(9.2 x 12.4 cm or 3 5/8 x 4 7/8 inches)
 - \$ 350.00 Inside Back Cover (4 colour)
 - \$ 250.00 Inside pages (black & white)

- Third Page:** (6.0 x 24.8 cm or 2 3/8 x 9 3/4 inches)
 - \$ 300.00 Inside pages (black & white)

4. General Conditions:

- All prices are quoted in **Canadian Dollars**. U.S. funds are accepted. We accept Visa or Master Card.
- A **15% discount** is offered for ads that are run without size changes in four (4) consecutive issues.
- A **50% discount** is offered to OGS Branches and a **25% discount** to Heritage Societies.
- Space and material submission deadlines are as follows:

February issue, No.1	December 14th
May issue, No.2	March 14th
August issue, No.3	June 16th
November issue, No. 4	September 15th

- Please do not send pre-payment when you submit your advertisement. **Invoices**, which are due upon receipt, will be issued as confirmation in advance of the ad being published. Payment is required prior to Families being printed. Do not send credit card numbers via email but by FAX or phone.

5. **Preferred material preparation:**

Press quality PDFs are accepted

Note: All colour ads require a high resolution proof in order to guarantee colour reproduction.

Thank you for considering advertising in *Families*. Please do not hesitate to contact us if you require further information or have a special advertising requirement.

We also offer an insert or flyer advertising service as a supplement to *Families/Newsleaf* and mailed in the same sturdy plastic envelope. For rates and further details, call us for a copy of our “**Piggy-Back**” **Advertising Service information sheet**.

Prices are subject to change without notice.

