



Journal

Building Knowledge & Community

MEDIA & ADVERTISING KIT

THE OBOA JOURNAL

The OBOA Journal is Ontario's leading magazine for the building industry.

Published four times per year, the magazine contains articles and information from building industry experts in engineering, architecture, construction, code enforcement, code inspection, planning, government, skilled trades and much more. Regular contributors share legal, privacy, and insurance-related insight and tips through informative technical pieces.

New product information and technologies are often featured in the Journal through advertisers and guest columnists. Regular advertisers include The Personal, Trax, Cloudpermit and Reliance Worldwide to name a few.

Currently the magazine is delivered digitally to 2,000 subscribers. Our readers are made up of key decision makers and leaders from municipalities, public, non-profit and private organizations.

Our rates are highly competitive, and advertising in the Journal is a great way to get your company's product, service, or event in front of industry leaders from across the province and beyond. As a contributor, you can increase brand awareness, reach a wider audience and ultimately boost your sales.

The magazine is published by the Ontario Building Officials Association (OBOA), a self-governing, not-for-profit organization with over committed to establishing and maintaining a high professional standard in the administration of the building code.

NOTE: Our production team works in a Windows or Macintosh environment. We ask that all files be created in **Acrobat (PDF), JPG, Illustrator (AI, EPS), Photoshop (PSD), TIF and Quark Express**. "print/press ready" PDF with *all fonts embedded.* No native files may be sent. Also, please send a low res 'soft proof', a pdf, of the final ad. 2 MB max.

We are able to receive digital files via upload using our [Online Advertising Form](#).



1

Access
[Online Advertising Form](#)
here.

2

Provide us with
contact
information.

3

Select your
AD type and
issue number.

4

Upload your
AD.

SPECIFICATIONS & PRICING

1. FULL PAGE ADVERTISEMENT

BLACK & WHITE

\$450

SPECIAL DISCOUNT FOR 2 OR MORE

BLACK & WHITE

\$400

COLOUR

\$650

COLOUR

\$600

AD SPECS:

w 7.75" h 10.25"

ADVERTORIAL

Write about your product or service in a one-page article.

SUBSCRIBER

\$550

NON-SUBSCRIBER

\$650

AD SPECS:

- 500 words
- One full colour graphic (300 dpi, JPEG or PNG)

2. 1/2 PAGE ADVERTISEMENT

BLACK & WHITE

\$325

SPECIAL DISCOUNT FOR 2 OR MORE

BLACK & WHITE

\$275

COLOUR

\$500

COLOUR

\$450

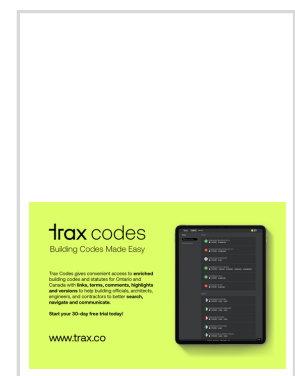
AD SPECS:

VERTICAL w 4.9 " h 7.5"
HORIZONTAL w 7.5" h 4.9"

OPTION 1: FULL PAGE GRAPHIC



OPTION 2: ADVERTORIAL



1

Access Online Advertising Form here.

2

Provide us with contact information.

3

Select your AD type and issue number.

4

Upload your AD.

SPECIFICATIONS & PRICING

3. 1/4 PAGE ADVERTISEMENT

BLACK & WHITE

\$250

SPECIAL DISCOUNT FOR 2 OR MORE

BLACK & WHITE

\$200

AD SPECS:

VERTICAL

w 4.9 "

h 3.625"

HORIZONTAL

w 3.625"

h 4.9"

COLOUR

\$325

COLOUR

\$275



4. 1/8 PAGE ADVERTISEMENT

Business Card Size

BLACK & WHITE

\$175

SPECIAL DISCOUNT FOR 2 OR MORE

BLACK & WHITE

\$125

AD SPECS:

VERTICAL

w 2.45 "

h 3.625"

HORIZONTAL

w 3.625"

h 2.45"

COLOUR

\$250

COLOUR

\$200



1

Access Online Advertising Form here.

2

Provide us with contact information.

3

Select your AD type and issue number.

4

Upload your AD.

SPECIFICATIONS & PRICING

5. INSIDE FRONT COVER

BLACK & WHITE

\$650

SPECIAL DISCOUNT FOR 2 OR MORE

BLACK & WHITE

\$600

COLOUR

\$850

COLOUR

\$800



6. INSIDE BACK COVER

BLACK & WHITE

\$650

SPECIAL DISCOUNT FOR 2 OR MORE

BLACK & WHITE

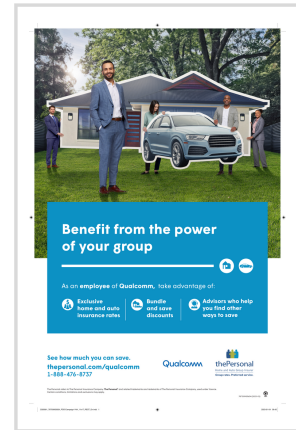
\$600

COLOUR

\$850

COLOUR

\$800



- A full page & 1/2 page horizontal ads can be published anywhere in the issue.
- 1/2 page vertical & 1/4 page vertical ads are published before the center spread pages.
- 1/8 page vertical & horizontal ads are published after the center spread pages.
- Right hand page and far forwarding positioning may be requested but is not guaranteed.
- For bleed ads, please keep live matter 1/4" from trim edges.
- Please send a low res 'soft proof', a pdf, of the final ad.
- Advertising Materials - All advertising copy is subject to Publisher's approval and Publisher may without notice and without liability reject, discontinue or omit any advertising for any reason at any time.

1

Access
Online
[Advertising Form](#)
here.

2

Provide us with
contact
information.

3

Select your
AD type and
issue number.

4

Upload your
AD.