

## HOLY WEEK AND EASTER SEASON ADVERTISING PROGRAM, 2017

The Diocese of Ottawa is pleased to announce it will once again help parishes advertise the times and locations of Holy Week and Easter season services.

### SERVICE TIME LISTINGS AT THE DIOCESAN WEBSITE — NO CHARGE BUT WE NEED YOUR INFORMATION

All parishes of the Diocese are invited to announce their service times and Holy Week/Easter season events—services, concerts, vigils planned for April 8-23—in a masterlist linked to a high-profile slide on the mainpage of the diocesan website. To participate, please complete the top section of the attached order form by March 15 and email it to [jwaterston@rogers.com](mailto:jwaterston@rogers.com). If you prefer to send the information electronically, you will find the form at LINK ADDRESS (from Stephanie)

### DISPLAY ADS WITH SERVICE TIMES IN POPULAR AREA NEWSPAPERS

Once again, the Diocese will arrange and subsidize paid advertisements in local and regional newspapers, informing readers of the times and locations of Holy Week services and Easter special events. Ads will be placed in the Ottawa Citizen, editions of Metroland News, community newspapers and any other regional papers requested by parishes choosing to participate in this paid advertising program. These high profile display advertisements will appear in Wednesday, Thursday or Saturday papers in advance of Palm Sunday.

The parish cost for ads generally range from \$40–150, for the “News” (aka EMC/Metroland) chain \$44–140; and for the Citizen \$125–\$400, depending on the amount of text requested and the number of parishes participating in the ads. An estimate of these costs will be sent in advance to parish contacts, and if necessary the order may be cancelled.

### Parishes are responsible for

- completing, and returning the program’s order form (attached) by March 15.
- timely sign-off of proofs (by email, in response to messages from Jane Waterston) during the week before publication, and
- payment of invoices received from newspapers (or the Synod office) for your portion of the ads.

For its part, the Diocese will make arrangements with the advertising representatives, provide graphics, negotiate fees and confirm billing arrangements; supervise the sign-off of proofs, and pay for the portion of each ad that is occupied by graphics and white space.

To participate in the paid advertising program, please complete the top section of the attached order form by March 15 and email it to [jwaterston@rogers.com](mailto:jwaterston@rogers.com). If you prefer to send the information electronically, you will find the form at <https://ottawaanglican.wufoo.com/forms/easter-season-advertising/>

As you plan your seasonal services and parish communications, we look forward to helping you share the wonder of Easter with your neighbours and community..

Jane Waterston and Stephanie Boyd  
Anglican Diocese of Ottawa



### MARCH 1

Order forms available

### MARCH 15

Deadline for orders.

Option 1: complete online form

Option 2: complete form in

Word doc and email it to:

[jwaterston@rogers.com](mailto:jwaterston@rogers.com)

### APRIL 6

Ads published in Metroland  
(EMC) regional newspapers

Master list of Holy Week  
service times posted at the  
diocesan website

### APRIL 8

Ad published in Ottawa Citizen