

CHRISTMAS SEASON ADVERTISING, 2017 INFORMATION FOR PARISHES

The Anglican Diocese of Ottawa's Christmas season advertising campaign allows parishes to reach the readers of local newspapers with a minimum of effort and expense. Information supplied by participating parishes will be included in a Diocese-organized ad in city and regional newspapers during the week before Christmas. Parishes wishing to "tag on" their service time-and-place information should complete and return the order form.

STEP ONE: ORDERING

Fill in the order form with your FINAL Advent 4, Christmas and Epiphany service times and contact information. An electronic version of the form can be downloaded at the diocesan website.

STEP TWO: FINALIZING YOUR ORDER

Once your order has been received, you will receive two emails ...

- 1) an acknowledgment of the order
- 2) after November 23, a copy of the service and parish information you submitted, laid-out and inserted in the diocesan artwork. This proof will arrive with an estimate of the cost for your ad space.

STEP THREE: APPROVALS

When you receive the proof of your ad, please check the information carefully. You will have the opportunity to make one set of changes, additions or corrections – this is included in your price. More changes may result in an additional charge.

STEP FOUR: BILLING

In most cases, you will be billed directly by the local newspaper for your portion of the ad. In the case of some regional newspapers, the Synod office will request a reimbursement from the parish after paying for the advertisement. Invoices will be for the amount quoted plus HST. There will be no additional cost for either the design of the ad or lay out of the parish tag.

WHAT WILL IT COST MY PARISH?

Costs are dependent upon the line rates of each newspaper, the space your information will require, and the number of parishes sharing the ad. In smaller papers, parishes have paid \$40 – 150; in the News (aka EMC) editions \$44 – 140; in the Citizen, costs range from \$125 – 400.

PLEASE NOTE

- Parish tags will include text only, no logos
- Your service times will go up at the diocesan website without charge – please fill in the form noting "Website only" if you wish your times to be at the website but are not able to participate in the tag ad offer.

DATES TO REMEMBER

NOVEMBER 17

Deadline for ad and website listing requests

NOVEMBER 24-30

Proofs sent to parishes

DECEMBER 1-4

Deadline for signed off proofs

DECEMBER 15

Service times posted at website

DECEMBER 14-21

Ads will appear in the EMC News editions on Dec. 14, in the Ottawa Citizen Dec. 16. Other ads will run during that interval.

RETURN YOUR FORM TO:

Email: jwaterston@rogers.com

Deliver/mail:

Communications,
Synod Office
71 Bronson Ave.,
Ottawa K1R 6G6

Fax: 613-232-7088