

The Ontario
Technologist



**TECH
TAKES
PODCAST**



HELLO, THERE!

We've got great
media options
for you!

2024
MEDIA PLANNER



The Ontario Association of Certified Engineering Technicians and Technologists (OACETT) is a professional association of 21,000 members.

OACETT is Ontario's independent certifying body for engineering and applied science technicians and technologists and confers the designations C.Tech. (Certified Technician) and C.E.T. (Certified Engineering Technologist). These designations are recognized across Canada and valued by business, academia, government and the public.

MEET OUR INDUSTRY LEADERS



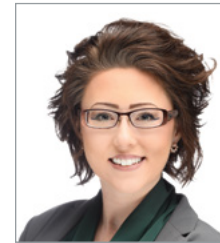
Rosanna Tyrer, C.E.T., rcji
Senior Project Manager,
Morrison Hershfield



**Michael Belmonte, A.Sc.T.,
Fellow OACETT**
President, Symatron
Corporation



Roy Sue-Wah-Sing, C.E.T.
Director of Manufacturing,
Tencorr Packaging



Stephanie Pesheau, C.E.T.
Senior Electrical Designer/
CAD Development
Supervisor, TBT
Engineering Ltd.



Greg Leskien, C.E.T.
Vice-President, Design
and Field Services, Zon
Engineering Inc.



OACETT MEMBERS WORK AT MORE THAN 6,000 ORGANIZATIONS IN MANY DIFFERENT DISCIPLINES.

HERE ARE OF THE DISCIPLINES:

- Bio-science
- Building
- Chemical
- Civil
- Computer
- Electrical
- Electronics
- Environmental
- Geological
- Geomatics
- Industrial
- Instrumentation
- Mechanical
- Mining
- Resources



CONTRIBUTION

67%

of companies say certified employees contribute to their organization's competitiveness.



LEADERS

more than **44%**

of our membership are in management/supervision role in industry.



CERTIFICATION

72%

of OACETT members are certified professionals and leaders on their engineering team.

ADVERTISING OPTIONS

The Ontario Technologist

THE ONTARIO TECHNOLOGIST MAGAZINE

The Ontario Technologist is the official voice of certified technicians and engineering technologists throughout Ontario. Published six times a year, the magazine offers readers an abundance of information on the engineering technology and applied science field.

THE ONTARIO TECHNOLOGIST DIGITAL EDITION

The Ontario Technologist digital edition is available on the OACETT website, promoted on social media and emailed to the engineering and applied science industry.



BY THE NUMBERS

6

print and digital editions per year

85%

of OACETT members read *The Ontario Technologist* magazine's print editions.

54%

is the average reader open rate for *The Ontario Technologist* digital edition eblast.

35,600

total page view average for *The Ontario Technologist* 2023 digital editions.

99%

of OACETT members choose to receive print and digital editions of *The Ontario Technologist* magazine.

60,000

Print and digital media monthly reach.

INCREASE YOUR EXPOSURE WITH THE COMBINATION OF DIGITAL AND PRINT.

ADVERTISING OPTIONS AND DEADLINES

ADVERTISING OPTIONS



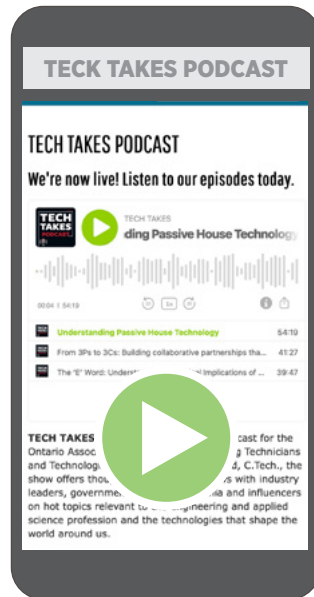
eTECH NEWS

eTech News is an exclusive digital newsletter emailed to OACETT members. The newsletter provides information on the latest trends, news and happenings in the engineering technology profession and beyond.



TECK TAKES PODCAST

Tech Takes Podcast is the official podcast for OACETT. Launched in fall 2022, the show offers thought-provoking interviews with industry leaders, government officials, academia and influencers on hot topics relevant to the engineering technology profession and the technologies that shape the world around us.



eTECH NEWS 2024 SCHEDULE

ISSUE	DEADLINES	
	AD MATERIAL	PUBLISH DATE
FEBRUARY	FEBRUARY 15	FEBRUARY 29
APRIL	APRIL 14	APRIL 30
JUNE	JUNE 15	JUNE 28
AUGUST	AUGUST 16	AUGUST 28
OCTOBER	OCTOBER 13	OCTOBER 30
DECEMBER	DECEMBER 4	DECEMBER 11

TECH TAKES PODCAST 2024 SCHEDULE

ISSUE	DEADLINES	
	AD MATERIALS/RECORDING	PUBLISH DATE
FEBRUARY	APRIL 13	MARCH 7
APRIL	APRIL 10	MAY 30
JUNE	JUNE 5	JUNE 26
AUGUST	SEPTEMBER 13	SEPTEMBER 25
OCTOBER	OCTOBER 11	OCTOBER 24
DECEMBER	NOVEMBER 8	NOVEMBER 28

BY THE NUMBERS

2.2K
average monthly impressions for the new Tech Takes podcast!

1,355
total podcast downloads and growing!

Newsletter open rate over
49%

18,330
LinkedIn followers

2,300
X followers (formerly Twitter)

THE ONTARIO TECHNOLOGIST MAGAZINE

THE ONTARIO TECHNOLOGIST	DEADLINES	
	AD MATERIAL	PUBLISH DATE
JANUARY/FEBRUARY	JANUARY 8	FEBRUARY 13
MARCH/APRIL	FEBRUARY 27	APRIL 11
MAY/JUNE	APRIL 16	MAY 17
JULY/AUGUST	JUNE 18	JULY 19
SEPTEMBER/OCTOBER	AUGUST 20	SEPTEMBER 20
NOVEMBER/DECEMBER	OCTOBER 15	NOVEMBER 15

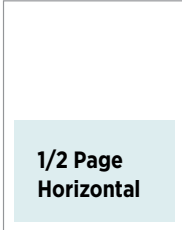
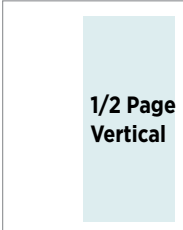
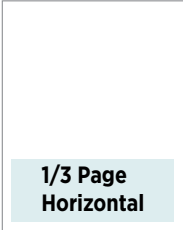

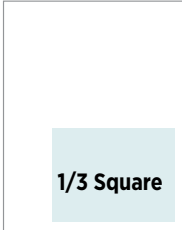
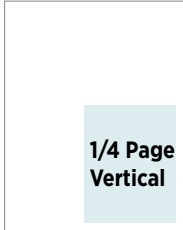
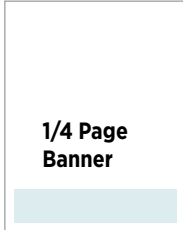
PRODUCTION SPECIFICATIONS

PDF SUPPLIED FILES We prefer to receive high-resolution PDFs. We accept high-resolution PDF files either emailed (less than 5MB) or submitted through our Loading Dock (FTP site). Files MUST BE 300 dpi and have 1/8" bleed on all bleeding sides. **ALL FILES MUST BE COMPRESSED OR STUFFED.**

Outside Back Inside Front Inside Back Covers	Full Page
1X-2X \$3,800 3X-4X \$3,000 5X-6X \$2,500	1X-2X \$3,000 3X-4X \$2,500 5X-6X \$2,000

Full Page
 Bleed: 8.375 (w) x 10.875 (h)
 Trim: 8.125 (w) x 10.625 (h)
 Live Area: 7.125 (w) x 9.625 (h)

*All sizing is Width x Depth

 <p>1/2 Page Horizontal</p>	 <p>1/2 Page Vertical</p>	 <p>1/3 Page Horizontal</p>	 <p>1/3 Page Vertical</p>
1/2 Page H 7.125 (w) x 4.5 (h) 1X-2X \$2,200 3X-4X \$1,750 5X-6X \$1,250	1/2 Page V 3.475 (w) x 9 (h) 1X-2X \$2,200 3X-4X \$1,750 5X-6X \$1,250	1/3 Page H 7.125 (w) x 3.125 (h) 1X-2X \$1,900 3X-4X \$1,500 5X-6X \$1,100	1/3 Page V 2.25 (w) x 9 (h) 1X-2X \$1,900 3X-4X \$1,500 5X-6X \$1,100
 <p>1/3 Square</p>	 <p>1/4 Page Vertical</p>	 <p>1/4 Page Banner</p>	
1/3 Square 4.6875 (w) x 4.5 (h) 1X-2X \$1,500 3X-4X \$1,250 5X-6X \$1,000	1/4 Page V 3.475 (w) x 4.5 (h) 1X-2X \$1,500 3X-4X \$1,250 5X-6X \$1,000	1/4 Banner 7.125 (w) x 2.4375 (h) 1X-2X \$1,500 3X-4X \$1,250 5X-6X \$1,000	

THE ONTARIO TECHNOLOGIST MAGAZINE DIGITAL EDITION OPTIONS

Leaderboard
728 x 90 px
\$1,000 per month

Left of Cover ad
645 x 465 px
\$1,250 per month

or

Video ad
\$1,000 per month



DIGITAL ADVERTISING

Enjoy premium recognition for your company by engaging readers that utilize the digital edition.

Digital Files: Required format is a 300dpi PNG file, in RGB mode. All files must be accompanied by a colour proof. Publisher assumes no responsibility for accuracy when files are not provided in required format.

eTech News: All ads must be 72 dpi GIF, PNG or JPG ONLY RGB. No animated ads for eTech News.

CUSTOM SOLUTIONS JUST FOR YOU!



BUNDLE PACKAGES

Mix 'n' match different ad sizes or the magazine with eTech News ads and get an additional 15% discount.

INCLUDE YOUR QR CODE

Include your QR code with your advertisement to attract readers to your website for an additional \$250.

SPONSORED CONTENT

Sponsored content, podcast and webinar opportunities from only \$500.



PLEASE NOTE THAT THE AD RATES ARE PRICE PER ISSUE.

Contact us at OTads@oacett.org. OACETT 360 Partnership Program partners receive up to 25% discount on advertising rates. CPD providers and Ontario colleges receive a 15% discount on advertising rates.



TECK TAKES PODCAST

TECH TAKES PODCAST show offers stimulating interviews with industry leaders, government officials, academia and influencers on hot topics relevant to the engineering technology profession and the technologies shaping our world.

Topics include ethics in technology, new and emerging technologies, partnerships, commercializations and more. Promote your product, service, or business during the show. This can be for one episode only or throughout a series, depending on the sponsorship deal.



TECH TAKES custom podcast (cost per episode is \$750)

Tell a corporate story (i.e. project, new product or service) for an episode of TECH TAKES, includes hosting and production.

Bonus

Add a half page ad in *The Ontario Technologist*, and two big box ads in eTech News for \$2,000.

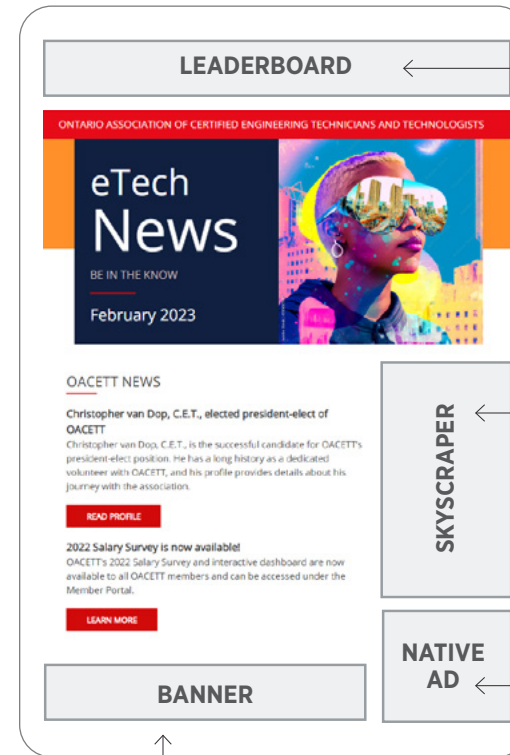
Podcast sponsorship (Cost per episode is \$500)

Pre-record a “host-read ad” or “radio-style ad” that airs before, middle or at the end of the TECH TAKES episode.

Bonus

Sponsored TECH TAKES PODCAST page – Promote your brand, product or service on the TECH TAKES PODCAST website page for only \$250.

ETECH NEWS (E-NEWSLETTER)



Leaderboard
728 x 90 px
\$1,250 per month

Skyscraper
160 x 600 px
\$1,250 per month

Native Ad
290 x 290 px
\$1,500 per month

Banner
468 x 60 px
\$1,000 per month

ADVERTISERS AT-A-GLANCE



CONTACT US

To place an ad or for more information, contact Michelle at OTads@oacett.org or (416) 621-9621 ext. 225.