



# E-blast Advertising Contract

Date processed
For office use only

## Contact Information

Organization		OAMHP membership # (not required)
Name		
Email		

## Billing Information

Address			City	
Province		Postal code		Phone
<b>Payment in full is due with contract</b>				
Credit card #			Expiration date	
Name			CVV (3 digit security #)	
Signature			Date	

## Advertisement Information

E-blast	Quantity
Digital email broadcast	
Full page (letter) – 8.5 x 11	\$225 each + HST

Email the completed advertising contract and advertisement copy to [communications@oamhp.ca](mailto:communications@oamhp.ca).

Please ensure your ad follows the formatting guidelines found on the following pages.

Publication of any advertisement does not imply OAMHP endorsement and is subject to approval by the OAMHP.

**Multi-Blast Discount** The OAMHP offers a 50% discount on every 3rd e-blast sent in the same calendar year!  
Discount does not apply for the purchase of multiple identical e-blasts.

OAMHP Members receive a 10% discount on the cost of E-blasts.

# Formatting Options

## I. Word Document with separate high resolution image attachments

- Place all content, images, text and hyperlinks formatted generally as you wish the e-blast to appear
- Include separate high resolution JPG file for each image in layout
- Include URLs in square brackets "[ ]" for all hyperlinks

## II. PDF file with additional text and hyperlink

- Build your advertisement as you wish it to appear and submit as a PDF file
- Only the first page of the PDF will appear in the body of the email, but the email will include a button that allows the viewer to open and download the entire file.
- Please also include:
  - **one** hyperlink (multiple hyperlinks cannot be embedded in a PDF in our system)

## III. JPEG file with hyperlink

- Build your advertisement as you wish it to appear and submit as a high resolution file (72 dpi min.)
- Please include separately:
  - **one** hyperlink you would like the JPEG to link to (multiple hyperlinks cannot be embedded in an jpeg)
  - any additional text you wish to include with the JPEG (optional)

# E-blast guidelines

1. Only two individual e-blasts will be sent out each week on Tuesday and Thursday.
2. Individual e-blasts will be sent out on a first come first served basis.
3. The client must fill out and sign the OAMHP advertising contract to make an e-blast request.
4. Payment must be received with completed contract.
5. OAMHP reserves the right to decline an e-blast request.
6. OAMHP reserves the right to edit e-blast copy for grammar, punctuation and syntax, and to help increase click rate.
7. The client must provide a subject line to go with the e-blast, relevant to the content within the body of the e-blast. The subject will be followed by "| OAMHP e-blast".
8. The subject line is to be no more than 100 characters in length.
9. All URLs must contain the full URL to the file location and be hosted by the Client.
10. All relevant content **must** be hyperlinked. Please provide one URL per e-blast (e.g. organization website or a contact email).
11. All image files are to be submitted as a high resolution JPEG (72 dpi min.). OAMHP may request an alternate if an image pixelates.
12. Content should be no wider than 600 pixels and 350kb in size.
13. Provide text in HTML text (rather than embedded in a JPEG or GIF).
14. The client may provide hex or RGB codes for a requested colour pallet. If not provided OAMHP will build one using the organization logo.
15. The OAMHP is required by law to add CAN-SPAM guidelines, including unsubscribe instructions, and will add a non-endorsement disclaimer to all e-blasts.
16. Once all materials have been received, the client will be emailed a proof. Please thoroughly review the entire e-blast including subject line, links, images and content, and request any changes necessary.
17. Approval must be received by noon one business day before the send date of the e-blast.
18. The same advertisement cannot be sent more than once per month, or 4 times per year.

# Psychologica guidelines

1. **Psychologica** is published bi-annually. The Winter | Spring issue comes out in January and the Summer | Fall issue comes out in June.
2. For an advertisement to be included in the January issue it must be received no later than **January 7th, 2019**.
3. For an advertisement to be included in the June issue it must be received no later than **May 31st, 2019**.
4. All advertisements must be submitted as a high resolution JPEG, or PNG. PDFs are not accepted.
5. Because *Psychologica* is published as both an online and print publication, a 300 dpi resolution is required.
6. Files may not exceed 25MB in size.
7. OAMHP reserves the right to decline a *Psychologica* advertisement request.
8. OAMHP reserves the right to edit a *Psychologica* advertisement for grammar, punctuation and syntax.
9. Advertisements must adhere to the sizing listed in the contract.
10. All clients will receive a digital copy of *Psychologica* and one free print copy (if requested) with the purchase of an advertisement.

## Requesting an Advertisement

- Create your advertisement using the guidelines above.
- Email your request with the completed advertisement file(s) and above contract to **[communications@oamhp.ca](mailto:communications@oamhp.ca)**.

### For e-blasts:

- Once your advertisement contract and payment is processed and your advertisement is approved, our office will send a mock-up for your approval.
- You can request a date for your e-blast to go out. If it is not available, your e-blast will be scheduled for the next available date. **E-blasts are at times booked up to 3 weeks in advance.** Request early to ensure a spot!
- If the file or mock-up approval is received after the submission deadline, the e-blast will be scheduled for the next available date, or a refund will be issued less a \$25 service charge.

### For *Psychologica* advertisements:

- Once your advertisement contract and payment is processed and your advertisement is approved, our office will send you a digital copy of the issue after publication.
- If you wish to receive your free print copy, please request it at **[communications@oamhp.ca](mailto:communications@oamhp.ca)** with a mailing address (if different from the billing address on the contract).