



**MARKETING AND SPONSORSHIP OPPORTUNITIES 2024**

# REACH OUT TO CANADA'S OPTOMETRIC PROFESSIONALS

## MEDIA KIT 2024



CANADIAN ASSOCIATION OF OPTOMETRISTS  
ASSOCIATION CANADIENNE DES OPTOMÉTRISTES



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#### CEO'S PERSPECTIVE

CAO is the national voice of optometry in Canada proudly representing 85% of Doctor of Optometry, along with optometric students and staff. The national perspective we bring encompasses a broad spectrum of issues profoundly impacting the optometric practice. Our commitment extends to engaging in advocacy, advancing practice conditions, providing support and leadership, fostering awareness, shaping policies, and conducting research on behalf of our members.

As the demand for optometry services is poised to grow, our profession is navigating a critical turning point, driven by technological advances, disruptive forces, and dynamic shifts in political and economic landscapes. These factors are prompting transformative changes in business models. In response, CAO remains steadfast in supporting our members, assisting them in maximizing opportunities and ensuring their voices resonate above the noise.

Our members, now more than ever, are positioned as gatekeepers of eye care and vital hubs connecting patients to a network of professionals. Aligned with our [2023-2026 strategic plan](#), our goal is to enhance their voice, broaden their scope, and champion a resilient retail environment for frames and lenses.

To connect with current and future professionals, we utilize various media tools, with Contact, our weekly newsletter, and the member section of our website (opto.ca) serving as direct channels. The Canadian Journal of Optometry, our quarterly clinical magazine, serves as a robust source of information. Additionally, Assistant's View, our quarterly communications vehicle tailored for Optometric Assistants, extends a similar opportunity to front-line staff in optometric practices.

We support both facets of their practice and convey to the public the importance of thoughtful eye care to raise awareness among Canadians. Collaborating with you helps deliver the information our members need to meet their needs, and their patients' in eye health and vision care. We embrace partnerships to improve vision care and create strong awareness of your brand as we understand that our success and yours are linked. Media offerings, as well as tools, are meant to improve your ability to reach our community, create awareness, and increase your sales.

We encourage you to read about the many opportunities in place to help you connect, position, and grow within our community.

François Couillard,  
CAO's CEO





## THE CANADIAN JOURNAL OF OPTOMETRY – WELL READ BY CAO MEMBERS



From [www.opto.ca](http://www.opto.ca):  
87% of CAO members believe the *Canadian Journal of Optometry* is a valuable benefit of membership.

The *Canadian Journal of Optometry (CJO)* is the premier publication of the Canadian Association of Optometrists. This quarterly journal is peer reviewed and includes both clinical and practice management content.

Our most recent member research found that:

- CAO members read the *Canadian Journal of Optometry*.
- Delivered to more than 5700 ODs nationally.\*
- The content is a combination of optometric research (including case studies) and practice management tips.
- 87% of optometrists believe the *Canadian Journal of Optometry* is a valuable benefit of membership.
- 87% say keeping optometrists in touch with clinical issues is important.
- 71% feel that advertising in the journal helps to keep them informed about new products and services.

CJO can provide custom marketing opportunities that include: gatefolds, inserts, bellybands, cover postcards and tip-ons. All are “power house” brand builders for new product and technology launches.

\*Sept 2021



## INTERACTIVE ADVERTISING OPPORTUNITIES

### CONTACT eNewsletter

Published weekly in English and French, CONTACT is the primary communications vehicle for CAO, carrying information on a wide variety of issues.

CONTACT is distributed to more than 4500 English-speaking ODs and more than 1100 French-speaking ODs, and has an average open rate of 60% +/- a month. All content including ads is interactive.

CONTACT is excellent for lead generation, awareness, and branding. With a weekly frequency it's a MUST as a driver in any advertising campaign. The frequency opens new opportunities for brand launches and enhancements. The frequency combined with the open rate makes CONTACT a huge value to brand marketers, software, service companies and others selling to Optometrists.

Advertising positions are in three powerful areas 1. leaderboard, 2. a middle banner and 3. Eye on Industry, a focus on practice relevant new products, software, courses, services from suppliers.

The ads are larger, and designers are asked to develop ads with a call to action and incorporating interactive links. The section encourages interaction, and is working well with click rates ranging from <1% to 14% on ads.

**ASSISTANT'S VIEW** has quarterly frequency reaching more than 2000 Optometric Assistants, the front line staff that helps optometrists with the delivery of eye health care services as well as sales of frames, lenses and contacts.

The eNewsletter features content on best practices, product updates, selling tips and clinic efficiency. It is available both in English and French.

[www.opto.ca](http://www.opto.ca) carries advertising on the login page of the Members Section both in English and French. This is the gateway page onto the site, and the landing page has the highest traffic. The expanded digital media will use the same ad formats as CONTACT. The specification and rates are included on the rate card.





## ENGAGING WITH CAO BEYOND ADVERTISING

### Options for sponsorship/partnership

- 1) CAO may develop practice guidelines in clinical areas of OD practice in conjunction with educators, clinicians and experts. The Association will develop programming to drive the adoption and use of the Guidelines in OD practice. These activities are open to sponsors for funding and input.
- 2) CAO conducts a Congress for Members. The Congress features accredited programs in a wide variety of clinical practice areas. Next congress will be held in Halifax in July 2025.
- 3) The CAO recognizes that highly relevant OD CE is developed in non- clinical areas of practice. CE focused on technology and practice management that does not meet COPE accreditation criteria may be considered for delivery and marketing through CAO Media.

### New business opportunities

The CAO wants to encourage an open dialogue with commercial partners in the optometry sector. Our focus is to provide leadership to the profession in terms of knowledge transfer, advocacy and practice management.

We are always open to new business opportunities.



## THE SMART CHOICE TO REACH OPTOMETRISTS

We want to help you engage with our audience  
and are open to discuss new approaches and options.

The CAO has engaged the services of **Keith Communications Inc.**,  
Canada's largest healthcare marketing company to manage our advertising  
and help grow your sales with members through our media assets.

You can expect a call from Jim Hall or other KCI representative  
to discuss marketing strategy and opportunities for 2024.

**JIM HALL**  
**KEITH COMMUNICATIONS INC.**  
**416-617-1422**



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# CJO RATES AND INFORMATION — 2024

## CJO RATES 2024

NET IN 4 COLOUR	REGULAR	2 TIMES	4 TIMES
FULL PAGE	3,910	3,795	3,675
DPS	6,830	6,635	6,515
1/2 PAGE (horiz or vert)	2,175	2,140	2,090
1/4 PAGE (vert)	805	720	650
SPECIAL POSITIONS			
IFC	4,462	4,265	4,200
IBC	4,462	4,265	4,200
OBC	4,850	4,650	4,620

## CONTACT E NEWSLETTER

NET RATE PER ISSUE	PER ISSUE	PER MONTH 4 CONSECUTIVE ISSUES	FREQUENCY
600 x 150 Leaderboard	1,465	2,925	Weekly
600 x 150 Mid-banner	1,185	2,375	Weekly
600 x 250 Eye on the Industry	1,635	3,270	Weekly

## ASSISTANT'S VIEW

NET RATE PER ISSUE	PER ISSUE	FREQUENCY
600 x 150 Leaderboard	900	Monthly
600 x 150 Mid-banner	700	Monthly

## WEBSITE [www.opto.ca](http://www.opto.ca)

NET RATE PER MONTH	PER ISSUE
Banner ad with links	1,000

ISSUE DATE	AD INSERTION ORDER	MATERIAL DUE
SPRING 2024	January 12	January 12
SUMMER 2024	April 12	April 12
FALL 2024	July 12	July 12
WINTER 2024	October 11	October 11

## MECHANICAL REQUIREMENTS

### FULL PAGE

Trim: 8.125" x 10.75"

Bleed: 8.375" x 11"

Live area: 7.625" x 10.25"

### DOUBLE PAGE

Trim: 16.25" x 10.75"

Bleed: 16.5" x 11"

Live area: 15.75" x 10.25"

### HALF PAGE AD HORIZONTAL

6.125" x 4.265"

### QUARTER PAGE AD VERTICAL

2.945" x 4.265"

### QUARTER PAGE AD HORIZONTAL

6.125" x 2.125"

Files to be supplied in standard  
Magazines Canada file formats, including:

Formats: PDF-X1a/X3 or collected/  
packaged In Design CS2 and upward file  
formats, including all postscript fonts

All colours must be edited in CMYK,  
including Photoshop and Illustrator files.  
Photoshop files must be sized correctly,  
scaled at 100% size and saved as EPS or  
TIFF with all colours saved accordingly.  
Illustrator files must be saved as EPS and  
all type converted to outline. Crop marks  
should be offset by 1/4".

Digital ads to be supplied as JPG or GIF.  
Files must be smaller than 40kb.

All advertising inquiries should be directed to:

**Jim Hall**  
**Keith Communications Inc**  
**416-617-1422**

**CJO | RCO**

CANADIAN JOURNAL of OPTOMETRY  
REVUE CANADIENNE D'OPTOMÉTRIE