



# REACH OUT TO CANADA'S OPTOMETRIC PROFESSIONALS

## MEDIA KIT 2026



CANADIAN ASSOCIATION OF OPTOMETRISTS  
ASSOCIATION CANADIENNE DES OPTOMÉTRISTES



CANADIAN ASSOCIATION OF OPTOMETRISTS  
ASSOCIATION CANADIENNE DES OPTOMÉTRISTES

CAO is the national voice of optometry in Canada, proudly representing 85% of Doctors 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 dashboard of our website ([opto.ca](https://opto.ca)) serving as direct channels. The *Canadian Journal of Optometry*, our quarterly scientific 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 a 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.



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



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. CJO is dedicated to advancing the field of optometry by publishing high-quality, peer-reviewed research, clinical procedures, case reports, and scholarly articles.

- Delivered to more than 5500 ODs nationally.
- 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.





## INTERACTIVE ADVERTISING OPPORTUNITIES

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

**CONTACT** is distributed to more than 4500 English-speaking and more than 1,100 French-speaking optometrists and hundreds of optometric students. It has an average open rate of 60%. 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.

4. A Product Spotlight is a larger feature profiling a product or service. The unit has a banner and large text block.
5. Box ads are a new option for high visibility in **CONTACT** opposite content.

The ads are larger, and designers are asked to develop ads with a call to action and incorporating interactive links.

**ASSISTANT'S VIEW** is published quarterly and reaches more than 2,000 Optometric Assistants — the front-line staff who support optometrists in delivering eye health care services and managing the sales of frames, lenses, and contact lenses.

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** carries advertising on the login page of the Members dashboard, both in English and French. This is the gateway page for members to access exclusive content in a secured space. The ad specifications and rates are included in this media kit.



## ENGAGING WITH CAO BEYOND ADVERTISING

### Options for partnerships and sponsorship

1. The CAO wants to encourage an open dialogue with industry partners in the optometry sector. Our focus is to provide leadership to the profession in terms of knowledge transfer, advocacy, and practice management.
2. CAO conducts a biennial Congress for optometrists, students, and optometric staff. The Congress features accredited programs in a wide variety of clinical practice areas.

**Next congress will be held in Saskatoon in July 2027.**

### Continuing Education (CE)

3. The CAO recognizes the importance of continuing education for its members in both clinical and non-clinical areas of practice. We encourage partners to reach out to explore options for partnerships in the development of accredited and non-accredited CE programs, webinars for your products and service to the optometric community, or delivery and marketing through CAO Media.

Advertising in CONTACT or ASSISTANT'S VIEW is a very effective way to build an audience for your live and online CE events.

# CJO RATES AND INFORMATION — 2026

## CANADIAN JOURNAL OF OPTOMETRY

NET IN 4 COLOUR	REGULAR	2 TIMES	4 TIMES
FULL PAGE	4,185	4,065	3,935
DPS	7,315	7,110	6,975
1/2 PAGE (horiz or vert)	2,330	2,293	2,235
1/4 PAGE (vert)	865	770	695
SPECIAL POSITIONS			
IFC	4,785	4,575	4,500
IBC	4,785	4,575	4,500
OBC	5,200	4,990	4,950

### CJO ISSUE DATE

MARCH 2026

JUNE 2026

SEPTEMBER 2026

DECEMBER 2026

### AD INSERTION ORDER

January 16

April 16

July 16

October 16

### MATERIAL DUE

January 16

April 16

July 16

October 16

## MECHANICAL REQUIREMENTS

### FULL PAGE

Trim: 8.125" x 10.75"

Bleed: 8.375" x 11"

Live area: 7.625" x 10.25"

### DOUBLE PAGE SPREAD

Trim: 16.25" x 10.75"

Bleed: 16.5" x 11"

Live area: 15.75" x 10.25"

### HALF PAGE HORIZONTAL

6.125" x 4.265"

### QUARTER PAGE VERTICAL

2.945" X 4.265

### QUARTER PAGE 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".

# CAO DIGITAL MEDIA RATES AND INFORMATION — 2026

## CONTACT ENEWSLETTER

Weekly e-newsletter goes out every Friday.

Material due in both languages (English and French where applicable) by Monday of any week.

	LEADERBOARD	MID-BANNER	EYE ON THE INDUSTRY	BIG BOX	PRODUCT SPOTLIGHT
SIZE	600 x 150	600 x 150	600 x 200	300 x 250	600 x 600
FREQUENCY					
1x	1,200	1,000	1,100	800	2,000
4x	4,000	3,600	3,800	2,800	5,000
8x	6,800	6,000	6,400	5,200	—
12x	9,000	8,400	8,700	7,200	—
24x	15,600	14,400	15,000	12,000	—
50x	22,500	20,000	21,250	17,500	—
4 consecutive weeks	3,000	2,400	2,800	2,000	—

## ADD ONS (FREQUENCY RATE PLUS / INSERTION)

Video	300
Expanded banner (600 x 250)	200
Expanded banner (600 x 350)	350
Text only ads / sponsored content	0
Poll	custom

## ASSISTANT'S VIEW

NET RATE	PER ISSUE	FREQUENCY
600 x 150 Leaderboard	930	Quarterly
600 x 150 Mid-banner	725	Quarterly

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

NET RATE	
Banner ad with links	1,000

Digital ads to be supplied as GIF, JPG, or PNG. Files must be smaller than 100kb.





## THE SMART CHOICE TO REACH THE OPTOMETRIC COMMUNITY

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 another KCI representative  
to discuss marketing strategy and opportunities for 2026.

**Jim Hall**  
**Keith Communications Inc.**  
416-617-1422  
[jhall@keithhealthcare.com](mailto:jhall@keithhealthcare.com)



CANADIAN ASSOCIATION OF OPTOMETRISTS  
ASSOCIATION CANADIENNE DES OPTOMÉTRISTES