



MARKETING AND SPONSORSHIP OPPORTUNITIES 2022

REACH OUT TO CANADA'S OPTOMETRIC PROFESSIONALS

MEDIA KIT 2022



CANADIAN ASSOCIATION OF OPTOMETRISTS
ASSOCIATION CANADIENNE DES OPTOMÉTRISTES



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CEO'S PERSPECTIVE

CAO is the national voice of doctors of optometry (ODs) in Canada. We represent 85% of ODs and are uniquely positioned to engage and support them. The national perspective encompasses a wide array of issues that affect the optometric practice. We engage, on our members behalf, in advocacy, awareness, knowledge transfer, policy and research. We employ many tools to engage the profession, the most direct being Contact, our weekly newsletter, the member section of opto.ca and the Canadian Journal of Optometry, our quarterly clinical magazine. Assistant's View, our monthly communications vehicle for Optometric Assistants, provides a similar opportunity to provide information to the front line staff in an optometric practice.

We know a changing landscape requires a stronger voice and more flexibility. As ODs continue to expand their scope of practice and fully embrace their role as primary eye care providers, we want to be able to support their efforts in a strategic and proactive way. The changes in the marketplace require higher visibility and more dynamic service orientation. We help our members maximize their opportunities and be heard through the noise.

Our focus, as articulated in our strategic plan, is to enable the individual optometrist. We help them to carve out a clear niche as a trusted health care practitioner who also runs a robust retail environment for frames and lenses. We support both aspects of their practice and work to ensure that the public understands the need to think about their eyes. We do this by working with you to deliver information that helps an optometrist to help their patients with eye health and vision care..

Part of doing this means working with the supplier community to help it deliver the information our membership needs to meet their patients' eye health and vision care needs. We embrace the supplier community as partners in improving vision care and creating strong awareness of your brand. We understand that our success as an Association and yours as a supplier are linked and we welcome that partnership. We have expanded our media offerings, as well as tools 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



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 5200 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

From www.opto.ca:
 87% of CAO members believe the *Canadian Journal of Optometry* is a valuable benefit of membership.



E-NEWSLETTERS NOW OFFER 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. WHAT'S NEW for Business, 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 monthly frequency reaching more than 2,000 Optometric Assistants.

Assistant's View is sent to 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.

ASSISTANT'S VIEW features content on best practices, product updates, selling tips and clinic efficiency. Assistant's View is available to all Optometric Assistants.

NEW in 2022, www.opto.ca will carry advertising on the login page of the Members Section. 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 biennial Congress for Members. The Congress features accredited programs in a wide variety of clinical practice areas.
- 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 2022.

JIM HALL
KEITH COMMUNICATIONS INC.
(o) 905-849-7777 x 17
(t/f) 1-800-661-5004 x 17
(cell) 416-617-1422



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CJO RATES AND INFORMATION — 2022

CJO RATES 2022

NET IN 4 COLOUR	REGULAR	2 TIMES	4 TIMES
FULL PAGE	3,465	3,360	3,255
DPS	6,050	5,900	5,775
1/2 PAGE (horiz or vert)	1,925	1,900	1,850
1/4 PAGE (vert)	715	640	575
SPECIAL POSITIONS			
IFC	3,955	3,780	3,725
IBC	3,955	3,780	3,725
OBC	4,295	4,120	4,095

CONTACT E NEWSLETTER

NET RATE PER ISSUE	PER ISSUE	PER MONTH 4 CONSECUTIVE ISSUES	FREQUENCY
600 x 150 Leaderboard	1,300	2,600	Weekly
600 x 150 Mid-banner	1,050	2,100	Weekly
600 x 250 What's New	1,450	2,900	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

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

ISSUE DATE	AD INSERTION ORDER	MATERIAL DUE
MARCH 2022	January 22	January 22
JUNE 2022	April 20	April 20
SEPTEMBER 2022	July 31	July 31
NOVEMBER 2022	October 19	October 19

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 tiles 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

905-849-7777 ext 119 | 1-800-661-5004 ext 119 | Cell: 416-617-1422

CJO | RCO

CANADIAN JOURNAL of OPTOMETRY
REVUE CANADIENNE D'OPTOMÉTRIE