

MPOMBA Advertising Information
2010-2011

MPOMBA solicits individuals or companies wishing to advertise in Multiple Exposure (Newsletter and Website). An advertising order form can be provided upon request. Members in good standing may advertise their business in the newsletter for free (Business card size). Larger ads however, are subject to the same fees non-members are charged LESS the price of business card size ad. **Multiple Exposure** A publication of the Mississauga Parents of Multiple Birth Association (www.mpomba.com).

MPOMBA publishes 5 newsletters per year and runs a website. We currently have advertising space available. We would be happy to review with you your advertising needs. Our newsletter is circulated to approximately 200+ families in the Mississauga and surrounding area. This publication is for the education and support of parents and caregivers of twins, triplets, quadruplets and more. If you or the service you provide would benefit from this exposure to our membership, we would be happy to have you advertise in our newsletter.

Cheques should be forwarded to:

MPOMBA Advertising
500 Valhalla Court
Oakville, ON L6L 5M6

Website	Newsletter
Banner/Logo Website advertising (hyperlinked to your webpage) Images will be sized to fit the webpage template. Custom image, flash or animated gif are encouraged but may require a customized quote.	Multiple Exposure is published 5 times throughout the year and given to over 200 MPOMBA Members
Left Side Bar	Business card size - 2" x 3.5"
Rate per 6 months \$75 Yearly insertion rate \$100	Rate per issue \$15 Yearly insertion rate \$75 Members' Rate per issue Free Members' Yearly insertion rate Free
Special rates for MPOMBA members	1/4 page \$25 per issue
Rate per 6 months \$50 Yearly insertion rate \$75	Rate per issue \$25 Yearly insertion rate \$125 Members' Rate per issue \$10 Members' Yearly insertion rate \$50
Banner on the Welcome Page:	1/2 page \$50 per issue
Rate per 6 months \$100 Yearly insertion rate \$125	Members Rate per issue \$35 Members Yearly insertion rate \$175
Special rates for MPOMBA members	full page \$75 per issue
Rate per 6 months \$75 Yearly insertion rate \$100	Members Rate per issue \$60 Members Yearly insertion rate \$300
Free Link A brief outline of your product or services to be placed on the "LINKS" page. Please complete the online form.	

[Click here for an order form](#)

Web Advertisements

We offer a variety of banner and advertisement options on our website. Please [contact us](#) for a customized quote. We'll work with you to craft a solution that fits your needs and budget.

Recent History to MPOMBA.COM

Month	Unique visitors	Number of visits	Pages	Hits	Bandwidth
Jan 2010	1127	2413	18264	25802	705.29 MB
Feb 2010	816	1541	7421	17582	756.62 MB
Mar 2010	1058	1880	9467	22385	735.89 MB
Apr 2010	1148	2056	9494	25077	738.46 MB

For more information on placing an ad contact Brian Brand at brianbrand@cogeco.ca

Creating and Submitting Your Advertisement:

FORMATS:

Advertisements must be provided in one of the following formats and at the correct dimensions:

Camera-ready artwork (black and white) at a minimum resolution of 300 dpi.

- All pages of the newsletter are printed in black and white and colour graphics do not reproduce well. Logos, clipart, business names and photos reproduce best if they are submitted in grayscale.
- Camera-ready artwork (black and white) at a minimum resolution of 300 dpi.
- Ad sizes are approximately as follows:

Business card	5 cm x 9 cm (2.5 inches x 3 inches)
Quarter page	9 cm x 12.5 cm (3.5 inches x 5 inches)
Half Page	18.5 cm x 12.5 cm (7.25 inches x 5 inches)
Full Page	18.5 cm x 25 cm (7.25 inches x 10 inches)

- Do not place a border around your advertisement. A border will automatically be placed around your ad during the layout of the newsletter.
- Helpful tips:
 - In most cases, a white background for your ad looks best. If you use a grey or coloured background, ensure that the text is bold enough to be clearly read.
 - "Text-heavy" ads get lost in the text of the articles. If you need to include a lot of text, try to include plenty of white space to balance the text and/or highlight important sections by bolding sections of text.
 - Be sure that your company's name is prominent and that the contact information can be easily read. Generally, do not use a font size that is smaller than 8 pt.
- The editors at MPOMBA want to help you create an advertisement that will inspire confidence and business! Additional technical support can be provided.

Logos, photoshop work, graphic art and web graphics can be created for you, please contact brianbrand@cogeco.ca

Please e-mail artwork and advertisements

Completed ads must be received by or before the 10th of the previous month.

i.e. An advertisement meant to be published in the April issue must be received on or before March 10th.