



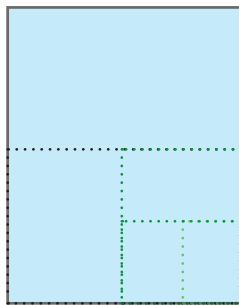
CANADA  
4-H Ontario

# 4-H ONTARIO

ADVERTISING RATES • 2020

## PUBLICATIONS

4-H Ontario has 2 full-colour annual Leadership in Action print publications with a combined distribution of 22,000+ copies across the province. These are distributed at fairs, events, 4-H activities, schools and through a direct mail database of over 6,000 engaged subscribers and online to a website presence of over 5,800 potential readers per month.



Size	Summer	Winter	Both
Full Page (8.5 x 11)	(6,000 Copies) \$1,000	(16,000 Copies) \$1,200	(20% Discount) \$1,760
Half Page Horizontal (8.5 x 5.5)	\$750	\$900	\$1,320
Quarter Page Vertical (4.25 x 5.5)	\$500	\$700	\$960
Eighth Page (4.25 x 2.75)	\$300	\$400	\$560
Sixteenth Page (2.125 x 2.75)	\$100	\$200	\$240

\* Bleeds should be 1/8th inch

Summer Magazine Mailed Early June    Winter Resource Guide Mailed Late December  
Ads close May 15th    Ads Close November 15th

## BIG PICTURE

As a team, we often look at the overall presence and impact of 4-H Ontario in the media, on social networks and even out in the community. We strive to improve our brand presence and that of our partners by providing new opportunities for awareness and engagement with youth, volunteers and donors - both current and potential.

## OPPORTUNITIES FOR EXPOSURE

- Magazines
- Community partnerships
- Welcome packages
- Media opportunities
- Social media campaigns
- Corporate communications
- Branded apparel
- Event engagement strategies

WWW.4-HONTARIO.CA

4,800 UNIQUE VISITORS / MO. 30,800 MONTHLY PAGE VIEWS. 5,800 MONTHLY USERS

## ABOUT US

### COMMUNICATIONS AT 4-H ONTARIO

We are a team that is dedicated to the development and advancement of our partner's branding and sponsorship exposure through our print, digital and networking opportunities. We work closely with our Development team to ensure we meet deadlines and targets and to offer our sponsors the best promotion of their investment in the youth of 4-H Ontario!

## SOCIAL MEDIA REACH

Facebook: 20,000  
Instagram: 12,000  
Twitter: 80,000  
LinkedIn: 388

## FACEBOOK DEMOGRAPHICS

### AUDIENCE (FB)

Male: 24%  
Female: 74%

### LOCATION (TOP FB)

Ottawa: 245  
London: 195  
Guelph: 193  
Toronto: 130

### AGE (FB)

35-44: 19%  
25-34: 18%  
45-54: 15%