

# ONTARIO LACROSSE MAGAZINE



# MEDIA KIT 2011

# ONTARIO LACROSSE MAGAZINE

*Ontario Lacrosse Magazine* is the official publication of the Ontario Lacrosse Association (OLA).

Published four times a year, *Ontario Lacrosse Magazine* is packed with information that extends the love of the sport for players, parents coaches, league administrators and lacrosse enthusiasts of all ages. It is also filled with action-packed photography from some of the game's top photographers. From minor lacrosse to Junior 'A' to the National Lacrosse League, *Ontario Lacrosse Magazine* has it covered!

Our readers are passionate about and devoted to lacrosse. They turn to the magazine's four yearly issues for playing and training tips, information on the latest equipment, lacrosse news, player updates and profiles, summer camps, tournaments, and much more.

## Readership

*Ontario Lacrosse Magazine* is mailed directly to the homes of more than 40,000 lacrosse players and families across Ontario. *Our readers — all of whom are members of the OLA — are your customers. They are the consumers who purchase lacrosse-related equipment, accessories and services all year round.*

## Bonus Distribution

Several hundred copies of each edition of *Ontario Lacrosse Magazine* will be available for pick up at various lacrosse-specific retail locations across the province. As well, certain issues will be distributed at several OLA-sanctioned events, including: Semi-Annual General Meeting in March, Ontario Lacrosse Festival in July & August and the Annual General Meeting in November.

## Advertising Rates

Ad Size	1x	2x	4x
Full Page	\$2,340	\$2,215	\$2,000
1/2 Page	\$1,700	\$1,615	\$1,450
1/3 Page	\$1,325	\$1,260	\$1,110
1/4 Page	\$1,000	\$950	\$855

Market Place	1x	2x	4x
1/6 Page	\$700	\$630	\$560
1/12 Page	\$510	\$460	\$400

## Covers (contract only)

Outside Back Cover	\$2,400
Inside Front / Inside Back Cover	\$2,200

\*\*all display ad rates include 4-colour

Polybags & inserts available upon request

## Editorial Calendar

### WINTER 2011

<b>Editorial Focus:</b>	AGM Report National Lacrosse League Lacrosse Fitness Field Lacrosse Equipment Guidelines
<b>Equipment Focus:</b>	Goalie Equipment
<b>Editorial Deadline:</b>	January 24, 2011
<b>Ad Space:</b>	January 31, 2011
<b>Ad Material:</b>	February 7, 2011

### SPRING 2011

<b>Editorial Focus:</b>	High School & Club Field Lacrosse Annual Event Calendar Box Lacrosse League Previews Box Lacrosse Equipment Guidelines
<b>Equipment Focus:</b>	Heads
<b>Editorial Deadline:</b>	April 4
<b>Ad Space:</b>	April 11, 2011
<b>Ad Material:</b>	April 18, 2011

### SUMMER 2011

<b>Editorial Focus:</b>	Ontario Lacrosse Festival Preview Field Lacrosse Recap Volunteer & Sponsor Profiles
<b>Equipment Focus:</b>	Shafts
<b>Editorial Deadline:</b>	June 16, 2011
<b>Ad Space:</b>	June 23, 2011
<b>Ad Material:</b>	June 30, 2011

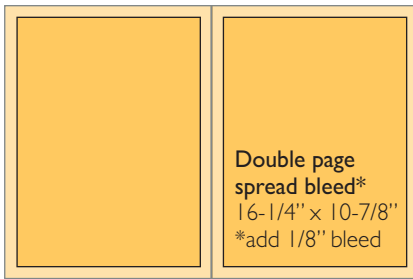
### FALL 2011

<b>Editorial Focus:</b>	Ontario Lacrosse Festival In Review National Championship Review Provincial Championship Review
<b>Equipment Focus:</b>	Holiday Gift Guide
<b>Editorial Deadline:</b>	October 29, 2011
<b>Ad Space:</b>	November 6, 2011
<b>Ad Material:</b>	November 13, 2011

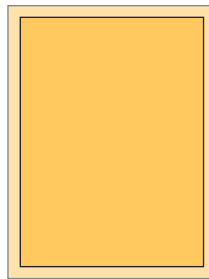
### IN EVERY ISSUE

NEWS & NOTES - Events and newsmakers from the world of lacrosse  
BAGGATAWAY - A look at the history of lacrosse in Ontario & Canada  
IN THE BOX - One-on-one interview with professional lacrosse player  
TEAMWORK - Profile of an Ontario lacrosse volunteer, coach or team  
IN YOUR FACE - Action-packed photos of games from across Ontario  
PRACTICE TIME - Coaching strategies and drills to improve players' skills  
HOW TO... - Technical tips and insights for coaches and players  
RULEBOOK - An examination of specific lacrosse rules  
IN ACTION - In-game photo of the best lacrosse players in the world

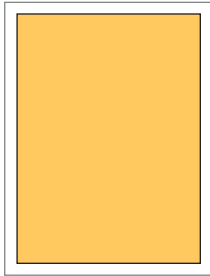
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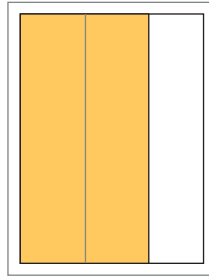
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16-1/4" x 10-7/8"  
\*add 1/8" bleed



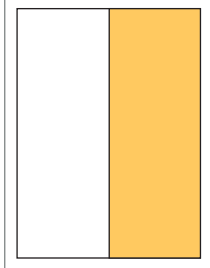
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\*add 1/8" bleed



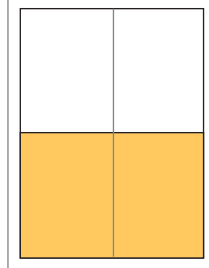
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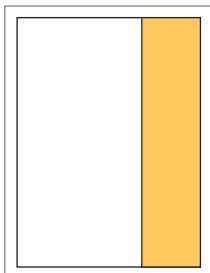
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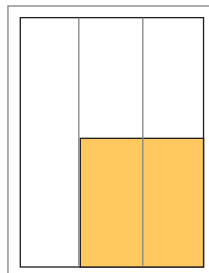
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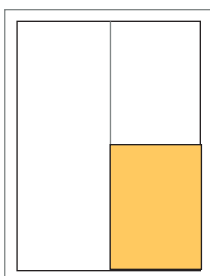
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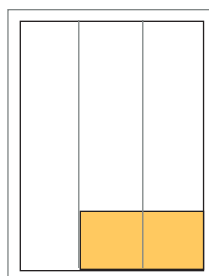
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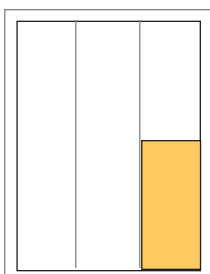
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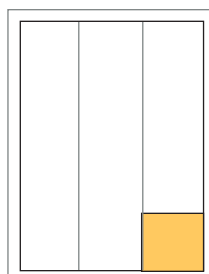
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1/6 page horizontal  
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1/6 page vertical  
2-1/8" x 4-3/4"



1/12 page square  
2-1/4" x 2-1/2"

## MECHANICAL REQUIREMENTS

**Printing Method:** Web offset

**Binding:** Saddle-stitched

**Electronic Material:** We accept digital files ONLY: Hi-Res PDF or native files from QuarkXpress, InDesign, Illustrator, Photoshop. All fonts and images must be sent with native files. All pictures must be 300dpi (CMYK color mode). EPS files must have all fonts embedded as outlines. All colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper reproduction. The publisher will not be responsible for reproductions of colour advertisements submitted without a high-resolution, full-colour, contract-quality proof. Ads created in Microsoft Office programs will not be accepted.

**File Transfer:** Ads can be delivered in several formats: Macintosh format CD; FTP; or e-mail (depending on size of file). For more information on sending ads via FTP, please contact: [paul@securitymattersmag.com](mailto:paul@securitymattersmag.com).

**Advertising Design:** Complete design services are available at an additional charge. For more information, please contact: 905-370-0736; [paul@securitymattersmag.com](mailto:paul@securitymattersmag.com).

**ONTARIO**  
**LACROSSE**  
**MAGAZINE**

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