



ADVERTISE WITH ONPHA

2017-18 MEDIA KIT

ONPHA

ONTARIO NON-PROFIT
HOUSING ASSOCIATION

Reach Ontario's non-profit housing sector

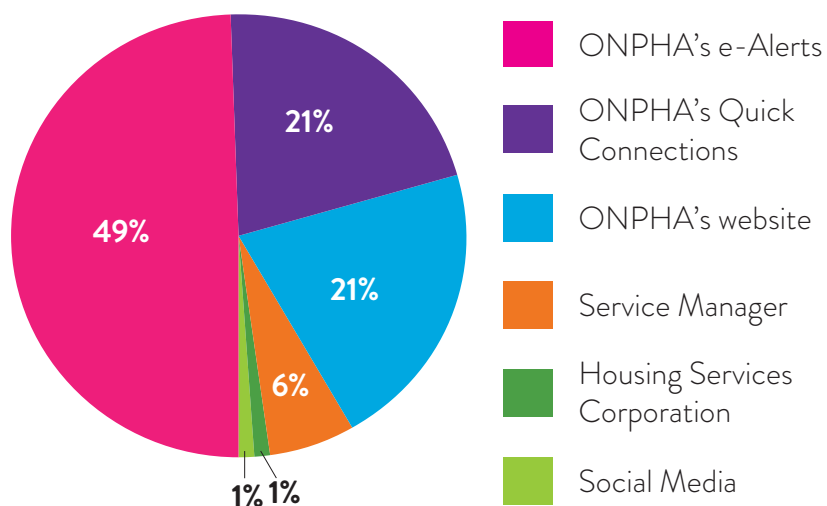
ONPHA AUDIENCE PROFILE

ONPHA is the meeting place for more than 700 non-profit housing provider members across Ontario. From Windsor to Cornwall, Toronto to Thunder Bay, ONPHA's members house more than 400,000 people in 163,000 homes across 220 Ontario communities.

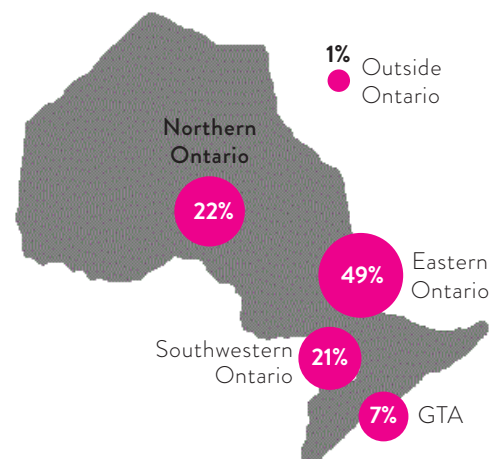
OUR READERS

Here's what we learned about our audience in our 2016 readership survey:

Primary source of non-profit housing news and advice:

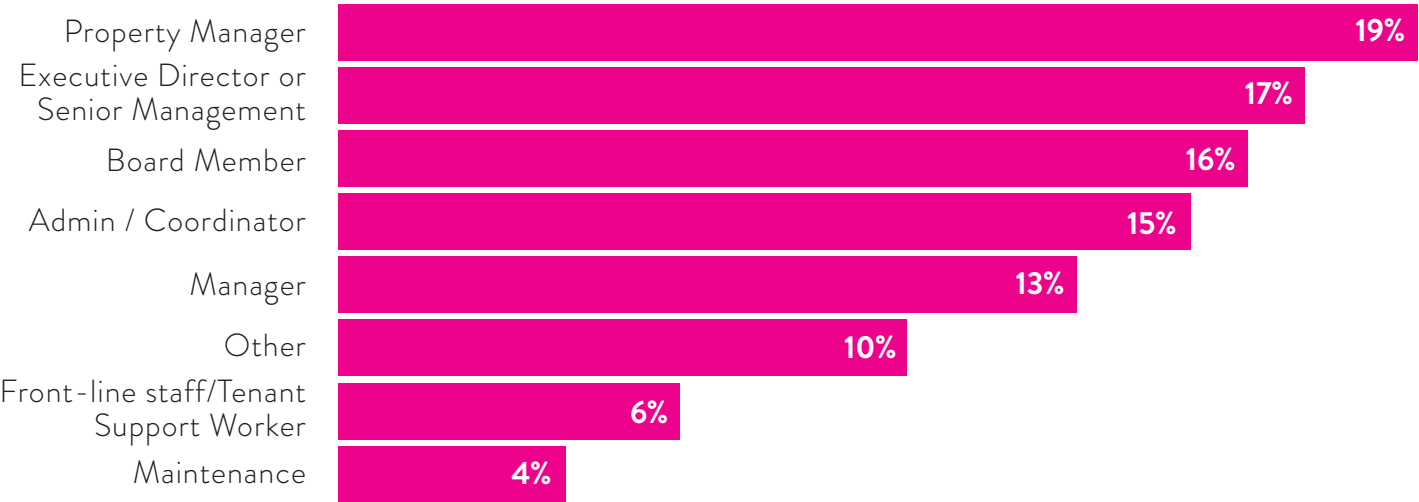


ONPHA's readers by location:



AUDIENCE PROFILE

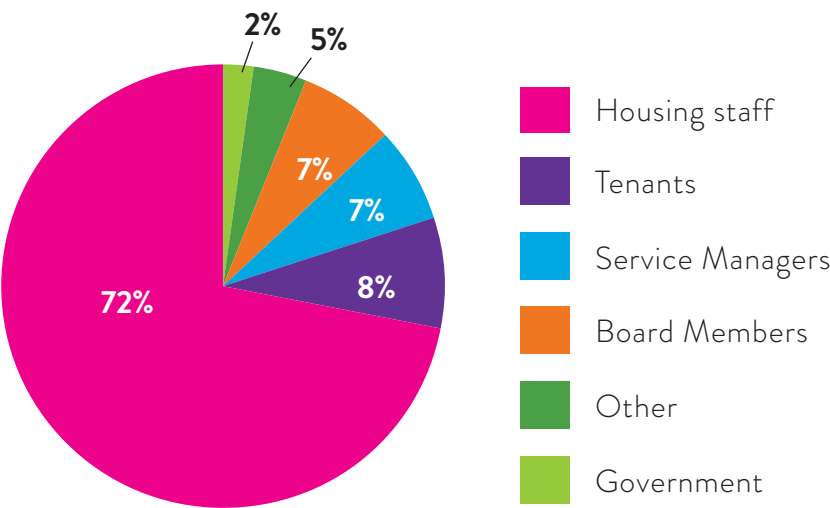
ONPHA's readers by job title:



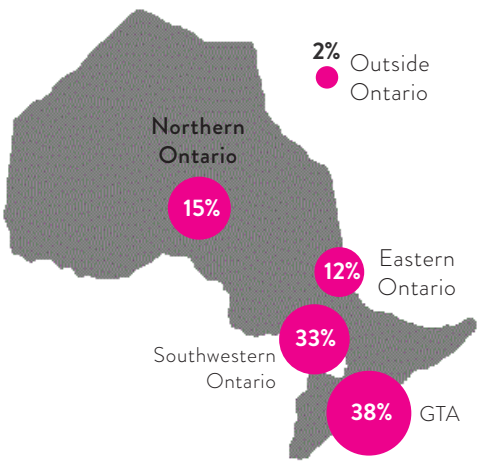
OUR CONFERENCE DELEGATES

Here's who joined us at the 2016 ONPHA Conference and Trade Show last November:

1,153 delegates:



Delegates by location:



QUICK CONNECTIONS | DIGITAL MAGAZINE

ONPHA's Quick Connections digital magazine (qc.onpha.on.ca) offers editorial insights and analysis on affordable housing issues. Published bi-monthly, each edition is distributed directly to **more than 5,500 subscribers** in the non-profit and broader affordable housing sectors.

OPTION A:

DISPLAY ADVERTISING

Quick Connections display ads appear in the sidebar of the QC homepage, and are also visible when viewing individual stories. Ads are clickable and can link to any location on your website.

Ad space is sold by month.

DISPLAY ADS: PRICE PER MONTH		
AD SIZES	REGULAR PRICE	ASSOCIATE MEMBERS
Large side ad (300 x 450 px)	\$350	\$200
Small side ad (300 x 125 px)	\$175	\$100
Footer ad (600 x 125 px)	\$100	\$50

OPTION B:

SPONSORED CONTENT

Sponsored stories in ONPHA's Quick Connections are a great way to reach our members in a more in-depth, editorial way. Advertisers can use sponsored stories to showcase:

- Product reviews and comparisons
- Guest columns (eg. "Ask the expert")
- Lists and tips highlighting best practices
- Announcements, etc.

Stories are distributed directly to more than 5,500 subscribers as a part of our digital digest, and remain in the Quick Connections archive as long as the magazine is available. Sponsored stories can feature up to 300 words of text, up to two photos or images, and up to three hyperlinks.

Sponsored stories are sold by issue (up to two available per bi-monthly edition).

SPONSORED STORIES: PRICE PER STORY	
REGULAR PRICE	ASSOCIATE MEMBERS
\$525	\$300

OPTION C:

BUNDLE UP AND SAVE!

Purchase a large side ad with a sponsored story and save \$50!

QC BUNDLE: LG AD + SPONSORED STORY	
REGULAR PRICE	ASSOCIATE MEMBERS
\$825	\$450

AD SIZES AND APPEARANCE

LARGE SIDE AD

300 PIXELS WIDE
x
450 PIXELS HIGH

LARGE SIDE AD

SPONSORED STORY

SMALL SIDE AD

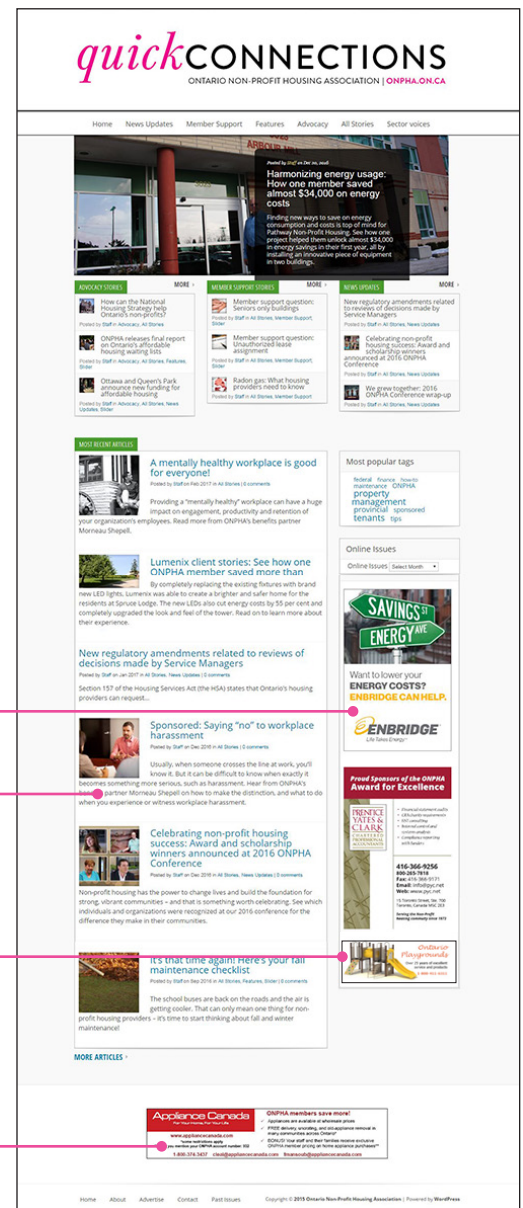
SMALL SIDE AD

300 PIXELS WIDE
x
125 PIXELS HIGH

FOOTER AD

FOOTER AD

600 PIXELS WIDE
x
125 PIXELS HIGH



E-ALERTS | EMAIL NEWSLETTER

ONPHA's bi-weekly e-Alert email newsletter delivers a convenient round-up of sector news, updates and resources, directly to members' inboxes. With above-average open and click rates and a dedicated readership of **more than 5,000 members**, it's a valuable way to directly reach housing sector professionals across Ontario.

OPTION A: DISPLAY ADVERTISING

e-Alert display ads appear in the sidebar beneath the list of stories. Ads are clickable and can link to any location on your website.

Ads are sold by issue (up to two available per bi-weekly edition).

DISPLAY ADS: PRICE PER EDITION		
AD SIZES	REGULAR PRICE	ASSOCIATE MEMBERS
Sidebar ad (100 x 200 px)	\$275	\$150

OPTION B: SPONSORED CONTENT

Placing a sponsored story in our e-Alert is a valuable way to speak directly to our members. Advertisers can use sponsored stories to highlight new products or services, or to offer our members a special deal or promotion. Stories are placed right in the body of the newsletter, and can feature up to 100 words of text, one photo or image and up to two hyperlinks.

Sponsored stories are sold by issue (one available per bi-weekly edition).

SPONSORED STORIES: PRICE PER ISSUE	
REGULAR PRICE	ASSOC. MEMBERS
\$875	\$500

ONPHA e-Alert

January 26, 2017

What's new?

- ONPHA's coming to your backyard: 2017 Regional Meetings
- Webinar: Changes to multi-residential property assessments
- Tell us: How are you promoting housing stability?
- CMHC webinar: Affordable housing development and loans
- New Ministerial Directive to Service Managers
- Upcoming deadline: Ontario Trillium Foundation seed funding
- Did your MCSS program receive SHIP funding?
- New requirements for sprinkler inspections

ONPHA's coming to your backyard: 2017 Regional Meetings

Save the date for ONPHA's Regional Meetings! Mark your calendars, because ONPHA is making house calls. This spring, we're inviting members to join us for [Regional Meetings](#) in one of 14 communities across Ontario.

Don't miss this opportunity to share your local context, experience and insights with your association. For ONPHA, it's a valuable chance to connect with members and link our priorities with yours.

Registration will open soon, so be on the lookout for further details. In the meantime, [visit us online](#) so you can mark down the date and location that's closest to you.

A mentally healthy workplace benefits everyone

In a recent survey, Momeau Shepell found that 87 per cent of respondents believed that a mentally healthy workplace impacted their ability to meet business needs. Read more about their findings on [ONPHA's Quick Connections](#).

You can also join Momeau Shepell for their [upcoming webinar](#) on February 16 at 2 p.m. on [Mental Health and Organizational Change](#).

Did you know?

It can be costly for smaller organizations to provide the right level of benefits coverage for their staff. As an ONPHA member, you have access to preferred group rates for employee health and benefits coverage for your staff with Momeau Shepell, including their Employee and Family Assistance Program (EFAP).

unigas
A Spectra Energy Company

SIDEBAR
AD

SPONSORED
STORY

In 2017, ONPHA is launching a new website which will host a number of fresh advertising opportunities to reach our audience. ONPHA will provide further information once the site has launched – stay tuned!

[Sign In](#)[Create Account](#)[Cart](#)[ABOUT](#)[MEMBERSHIP](#)[ADVOCACY](#)[EVENTS](#)[SHOP](#)

Policy, research and government relations

Affordable housing reduces poverty, improves health, creates jobs, and helps to ensure the long-term success and prosperity of our province. ONPHA's policy, research and government relations activities are geared toward building a province in which everyone opens a door to an adequate, affordable place to call "home".

In Ontario, the design and delivery of affordable housing is a local responsibility. Communities are well-situated to meet the challenge, but require stable, robust Provincial and Federal financial support to succeed. ONPHA advocates for policies and resources that will help our members participate in developing and sustaining local, community-based housing solutions.

ONPHA's research and analysis activities support our engagement with government and support province-wide dialogue on the need for a vibrant affordable housing system.

CONFERENCE

Each year, the ONPHA Conference and Trade show attracts non-profit housing staff, board members and tenants from across Ontario. More than 1,100 delegates attend this flagship social housing event for professional development, networking opportunities, and to find new suppliers, products, technical solutions and service innovations to improve their operations.

The 2017 ONPHA Conference and Trade Show takes place November 3-5 at the Scotiabank Convention Centre in Niagara Falls, with our pre-Conference event Education Day taking place on November 2.

DISPLAY ADS: CONFERENCE GUIDES

ONPHA produces two colour guides for the Conference each year: our Registration and Onsite guides.

Registration Guide

The Registration Guide is distributed in June to **900 organizations** (housing providers, service managers, community partners, government, etc.) and circulated electronically to **5,000 subscribers**. It is the go-to tool in helping people register and prepare for the Conference.

Onsite Guide

The Onsite Guide is distributed to **all delegates** attending the Conference (approximately 1,200). It is the must-have guide detailing all Conference events (educational and social), times and locations.

BOOKING DEADLINES: *Registration Guide*: April 12, 2017 | *Onsite Guide*: September 6, 2017

CONFERENCE GUIDE ADS: PRICE PER AD		
AD OPTIONS AND SIZES	ONE GUIDE	BOTH GUIDES
<i>Prime space!</i> Outside back cover (Full page: 8.5 x 11 in)	\$1,500	N/A
Full-page ad (8.5 x 11 in)	\$1,100	\$1,800
Half-page ad (7.5 x 4.5 in)	\$675	\$1,100
Quarter-page ad (3.6 x 4.5 in)	\$425	\$800



CONFERENCE

PROMOTIONAL INSERT: DELEGATE BAGS

All Conference attendees receive a delegate tote bag when they arrive onsite. This branded bag holds the “must-have” Onsite Guide and other important Conference materials.

Advertisers have the opportunity to put their company in the hands of our delegates by including their own promotional item (flyer, postcard, brochure, etc.) inside of each delegate bag.

Final, printed items are due **September 15, 2017** and are subject to approval.

PROMOTIONAL INSERTS:
DELEGATE BAGS

PRICE: \$1,100



ABOUT ONPHA

Founded in 1988, ONPHA is an independent association funded and directed by its members, representing more than 700 of Ontario’s non-profit housing providers. From Windsor to Cornwall, Toronto to Thunder Bay, our members house more than 400,000 people in 163,000 homes across 220 Ontario communities. They are a critical part of the fabric of every community and provide decent, affordable homes to low and moderate income households. Many of our members provide specialized housing and support services for Ontarians who need help to enjoy a successful tenancy.

ADVERTISING ORDER FORM

Organization: _____

Contact Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Email: _____ Phone: _____

I would like to advertise in the following ONPHA publication(s) (please check):

REGULAR ADVERTISING OPPORTUNITIES		
QUICK CONNECTIONS	REGULAR PRICE	ASSOCIATE MEMBER PRICE
Display Ads:		
Large Side Ad (300 x 450 px)	<input type="checkbox"/> \$350 x _____ months	<input type="checkbox"/> \$200 x _____ months
Small Side Ad (300 x 125 px)	<input type="checkbox"/> \$175 x _____ months	<input type="checkbox"/> \$100 x _____ months
Footer Ad (600 x 125)	<input type="checkbox"/> \$100 x _____ months	<input type="checkbox"/> \$50 x _____ months
Sponsored Story	<input type="checkbox"/> \$525 x _____ months	<input type="checkbox"/> \$300 x _____ months
QC Bundle (Lg. Ad + Sponsored Story)	<input type="checkbox"/> \$825 x _____ months	<input type="checkbox"/> \$450 x _____ months
E-ALERTS (25 issues per year)		
	REGULAR PRICE	ASSOCIATE MEMBER PRICE
Sidebar Ad	<input type="checkbox"/> \$275 x _____ issues	<input type="checkbox"/> \$150 x _____ issues
Sponsored Story	<input type="checkbox"/> \$875 x _____ issues	<input type="checkbox"/> \$500 x _____ issues

I would like my ad placed in the following month(s) (subject to availability):

- | | | | | |
|-------------------------------------|---|--|--|-------------------------------------|
| <input type="checkbox"/> April 2017 | <input type="checkbox"/> July 2017 | <input type="checkbox"/> October 2017 | <input type="checkbox"/> January 2018 | <input type="checkbox"/> March 2018 |
| <input type="checkbox"/> May 2017 | <input type="checkbox"/> August 2017 | <input type="checkbox"/> November 2017 | <input type="checkbox"/> February 2018 | <input type="checkbox"/> April 2018 |
| <input type="checkbox"/> June 2017 | <input type="checkbox"/> September 2017 | <input type="checkbox"/> December 2017 | | |

CONFERENCE ADVERTISING OPPORTUNITIES			
CONFERENCE GUIDES	REGISTRATION GUIDE	ONSITE GUIDE	BUNDLE: BOTH GUIDES
<i>Prime space!</i>			
Outside Back Cover (Full page: 8.5 x 11 in)	N/A	<input type="checkbox"/> \$1,500	N/A
Full-Page Ad (8.5 x 11 in)	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,100	<input type="checkbox"/> \$1,800
Half-Page Ad (7.5 x 4.5 in)	<input type="checkbox"/> \$675	<input type="checkbox"/> \$675	<input type="checkbox"/> \$1,100
Quarter-Page Ad (3.6 x 4.5 in)	<input type="checkbox"/> \$425	<input type="checkbox"/> \$425	<input type="checkbox"/> \$800
DELEGATE BAGS PRICE			
1 Promotional Insert (all bags)	<input type="checkbox"/> \$1,100		

CONFIRMATION AND PAYMENT

Advertising opportunities are subject to availability. After submitting your ad request, ONPHA will confirm availability and send you an invoice payable by credit or cheque. Once payment is received, ONPHA will schedule your ad placements.

**SUBMIT BY
EMAIL**