

# ONTARIO BY BIKE MARKETING PARTNERSHIPS 2023 PURCHASE ORDER

## General Contact Information

Name of Organization / Business: .....

Mailing Address: .....

City: ..... Province: ..... Postal Code: .....

Authorized Contact Person: ..... Contact Email: ..... Contact Telephone: .....

## Marketing Partnership Options\*

### PRINT ADVERTISING PARTNERSHIPS

|   |         |
|---|---------|
| <input type="checkbox"/> Premium Full Page Outside Back Cover         | \$4,200 |
| <input type="checkbox"/> Premium Full Page Inside Front or Back Cover | \$3,750 |
| <input type="checkbox"/> Full Page                                    | \$3,400 |
| <input type="checkbox"/> Half Page                                    | \$2,150 |
| <input type="checkbox"/> 1/8 Page (Marketplace)                       | \$1,000 |

### EVENT PARTNERSHIPS \*\*

|   |         |
|---|---------|
| <input type="checkbox"/> Ontario Show Package | \$1,100 |
| <input type="checkbox"/> Québec Show Package  | \$1,600 |

### DIGITAL ADVERTISING PARTNERSHIPS

#### Leaderboard Banner Advertising

|   |               |
|---|---------------|
| <input type="checkbox"/> June – September | @ \$400/month |
| <input type="checkbox"/> April & May      | @ \$300/month |
| <input type="checkbox"/> October – March  | @ \$200/month |

State month preferences in order .....

#### Featured Event Leaderboard Banner Advertising

|   |               |
|---|---------------|
| <input type="checkbox"/> June – September | @ \$250/month |
| <input type="checkbox"/> April & May      | @ \$200/month |
| <input type="checkbox"/> October – March  | @ \$150/month |

State month preferences in order .....

#### Skyscraper Banner Advertising

|   |               |
|---|---------------|
| <input type="checkbox"/> June – September | @ \$350/month |
| <input type="checkbox"/> April & May      | @ \$250/month |
| <input type="checkbox"/> October – March  | @ \$175/month |

State month preferences in order .....

#### E-Newsletter – Leaderboard Banner Advertising

|   |                   |
|---|-------------------|
| <input type="checkbox"/> June – September   | @ \$400/broadcast |
| <input type="checkbox"/> March – May        | @ \$350/broadcast |
| <input type="checkbox"/> February & October | @ \$300/broadcast |

State month preferences in order .....

### CONTENT PARTNERSHIPS

#### Blog Content From Partners

|  |              |
|--|--------------|
| <input type="checkbox"/> April – September | @ 1,000/post |
| <input type="checkbox"/> All other months  | @ \$800/post |

State month preferences in order .....

#### Custom Blog Content Development by Ontario By Bike\*\*\*

|  |                |
|--|----------------|
| <input type="checkbox"/> April – September | @ \$1,400/post |
| <input type="checkbox"/> All other months  | @ \$1,200/post |

State month preferences in order .....

**SUBMISSION DEADLINE** Book 2023 print advertising partnerships before the **November 18, 2022** deadline. Booking for other marketing partnership options may be extended, but will be sold on a first come first serve basis.

\*Plus HST  
\*\*Guaranteed reimbursement based on % of events attended  
\*\*\*Travel not included, if required

# Form Of Payment

An invoice will be issued upon receipt of purchase order.  
Please check the following that apply:

- Will send payment by cheque
- Will pay by Visa / Master Card, please contact me\*  
\* Additional 2.25% added to total for credit card processing fees
- Will pay by Electronic Funds Transfer (EFT), send details
- Use the advertisement copy from 2022
- Translation services needed (\$0.31/word)\*  
\* Up to 110 words. Rate decreases for text over 110 words
- Graphic design services required (\$50/hr + HST)

# To Place An Order

**For more information and to place an order contact:**

**Peter McMurtry, Project Coordinator or Louisa Mursell, Executive Director**

Ontario By Bike / Transportation Options

Tel: 416-827-2774 / 1-866-701-2774

Email: [info@ontariobybike.ca](mailto:info@ontariobybike.ca)

[www.OntarioByBike.ca](http://www.OntarioByBike.ca) / [www.TransportationOptions.org](http://www.TransportationOptions.org)



By signing this purchase order, I allow Ontario By Bike/Transportation Options to reserve the advertising and/or event space as detailed in this purchase order. I agree to supply the necessary information and material by any deadlines listed and in accordance to the technical requirement.

Print Name: ..... Signature: ..... Date: .....

Please return the completed purchase order via EMAIL ([info@ontariobybike.ca](mailto:info@ontariobybike.ca))