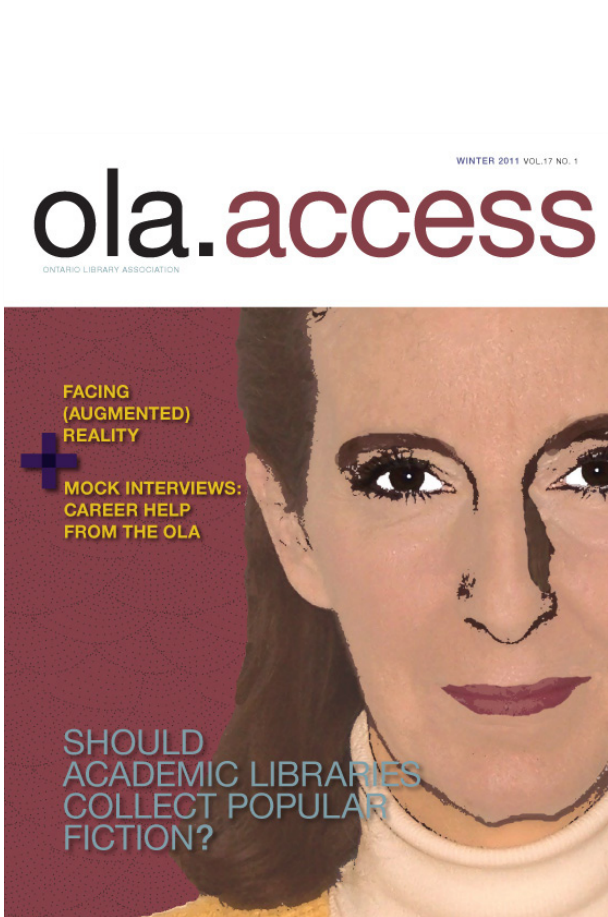


# ola.access

ONTARIO LIBRARY ASSOCIATION



**+**

**SHOW OUR MEMBERS YOU SUPPORT OLA**

# about the ola

## OUR MEMBERS

For over 100 years the Ontario Library Association has been a leading force in the profession. OLA aims to be proactive in its leadership and stewardship of libraries in Ontario and as a result we draw members from all types of libraries and from all areas of the province. The Association has grown to more than 5,000 members because we provide meaningful benefits to our membership. The OLA is focused on helping the people who work in libraries by providing programs, services, and resources to enhance the library experience for the users. OLA's *Access* magazine gives library suppliers the broadest introduction into Canada's largest library marketplace as it reaches key decision makers on a regular basis. *Access* is full of invaluable information that library staff members use each and every day to effectively manage and operate their respective facilities.

OLA's membership is broken down as follows:

- over 1,700 school library members
- more than 1,000 public library members
- 400 college and university library members
- over 1,600 information and technology members
- more than 800 library board members

## OUR VISION

That each individual in Ontario be able to meet their self-actualization, learning, recreational, and cultural goals.

## OUR MISSION

Whereas access to recorded knowledge and expressions of creativity and thought is a basic right of all members of a democratic society, OLA enables members through their shared vision, dynamic leadership, and collective wisdom to:

- defend the democratic right of all individuals in Ontario to free and equitable access to information;
- research and develop innovative programs and services to meet the challenges of change in the delivery and use of information; and
- deliver exemplary library and information services throughout Ontario.

Whether in a formal library setting, in a commercial setting, or in government, we are the people who bring information to the people of Ontario. We are:

- Librarians
- Technicians
- School administrators
- Publishers and producers
- Trustees and regents
- Teacher-librarians
- Library suppliers
- Expert supports to research and development
- Protectors of the culture
- Experts in the organization of information and ideas
- Directors
- Authors
- Friends of libraries
- Community catalysts
- Front-line staff
- Systems specialists
- Financial officers
- Subject specialists
- Information brokers

## WHAT WE DO

We provide an opportunity for the people in our field to share experience and expertise, and create innovative solutions in a constantly changing environment. Together we provide:

- **Networking opportunities** – through listservs, chat groups, publications, regional meetings, conferences.
- **Education** – through publications, seminars, programs, and conferences.
- **Co-ordination of Mutual Interests and Needs** – through partnerships that create positions, documents and standards.
- **Lobbying and Political Action** – with the public and private sector.
- **Information** – by fostering knowledge and awareness of trends and issues.
- **Services and Products** – that support our work, raise our profile, acknowledge our value, and promote our goals.

# the ontario library marketplace

## ONTARIO LIBRARY STATISTICS INCLUDE:

- Over 20,000,000 questions answered annually by library staff
- Over 200 million publications borrowed annually by library visitors
- Over 11,000 library service points
- 50% of all Canadian libraries and resource centres are in Ontario
- Close to 140 College and University libraries exist in Ontario
- 5,000 Elementary and Secondary School libraries exist in Ontario
- Over 1,000 Public libraries exist in Ontario
- Hundreds of Corporate and Information Services exist in Ontario

In a nutshell, the Ontario library marketplace is huge! Ontario represents a very large percentage of Canada's overall economy and that certainly holds true for the library marketplace. Ontario remains the largest point of entry for businesses with about a billion dollars spent per year in the library industry alone.

The Ontario library community supports OLA and the programs and services it offers its' members. This is very important when you decide where to invest your marketing and sales dollars. An investment in OLA is an investment in libraries and librarians in this province. Whether it is the Forest of Reading®, the job hotline, The Education Institute, or Super Conference the members of OLA develop and participate in the programs of the OLA. With more than 5,300 members OLA has serious clout and your support of OLA will be seen by a very high percentage of the key decision-makers in this province.

## ONTARIO LIBRARIES:

- have power and act as the brains of a nation.
- have content and librarians create the access for anticipated use.
- foster freedom of choice, freedom of expression, and the freedom to receive expressive content.
- are a network and librarians are connected to each other, the local community, and the country as a whole.
- provide multiple communities of users.
- make a difference in the quality of life enjoyed by all Canadians in both personal and social realms.
- change lives, strengthen communities, and promote and sustain literacy and reading.
- play a key role in information infrastructure, in government e-learning strategies, and in government e-communication initiatives.
- manage a preferred venue for Internet access.
- are economic multipliers stimulating local economies through direct purchases of goods and services.
- are socially responsive and fiscally accountable organizations and institutions that generate goodwill and other tangible assets that do not necessarily appear on balance sheets.
- and librarians are worthy of social and economic policy interest by government officials and elected politicians at all levels of Canadian society.

# editorial

*Access* is the official magazine of the Ontario Library Association, published for members as a continuing education service to keep them informed of its activities and of events, trends, and issues affecting the association as well as libraries all across Ontario and beyond. The magazine is a forum for discussion, a place for news, and a source of ideas for the development and improvement of librarianship in the province.

Specifically, *Access* publishes feature articles on topics relevant to the constituencies reflected in the main divisions of OLA: college and university libraries, library and information technology, public library boards, public libraries, school libraries, bibliothèques francophones, and health libraries. The magazine also publishes a wide range of columns with information and commentary of interest across a broad range of divisions and readerships.

*Access* provides its readers with additional and practical information through regular columns. Column topics include:

- **Especially for LTs** – Notes from and for library technicians
- **HIGH5** – Projects, databases, and tools for open research
- **Random Library Generator** – Meet one of OLA's 5,000 members
- **Flashpoint** – Current issues and programs at OLA
- **Health Watch** – Keeping watch over librarians' health issues
- **The Last Word** – Letters from the OLA membership
- **LIS Scholars at Work** – Research for practice
- **Library Marketplace** – Marketing, communications, and libraries
- **The Next Generation** – Students look at the library and information community with fresh eyes
- **Ontario Snapshot** – Library news, programs, and recognition
- **Readers' Advisory** – Promoting enjoyment and passion for the world of books
- **2.0 Watch** – Dispatches from the front lines of web 2.0
- **Library Marketplace** –Marketing, communications, and libraries
- **Wide Angle** – Taking a different view of libraries in transition
- **The World Outside** – Observations on national and international library events and programs

New and exciting additions to the already impressive editorial mix of *Access* are New Construction and Large Renovation Profiles. These every-issue profiles will highlight three different classes of libraries – Public, School, and Academic. Each profile will relay to *Access* readers the entire story of what happened before, during, and after these construction or renovation projects. These profiles will include photographs, schematics/diagrams, supplier quotes and listings, and elaborate copy that describes in great detail the entire project. The text of the profile will include important items such as: community buy-in, financial approvals and budgeting, architect selection, technology, interior and exterior designs, supplier profiles, staff and patron commentary, and more. Each profile promises to be insightful, educational, practical, and useful for all OLA members.

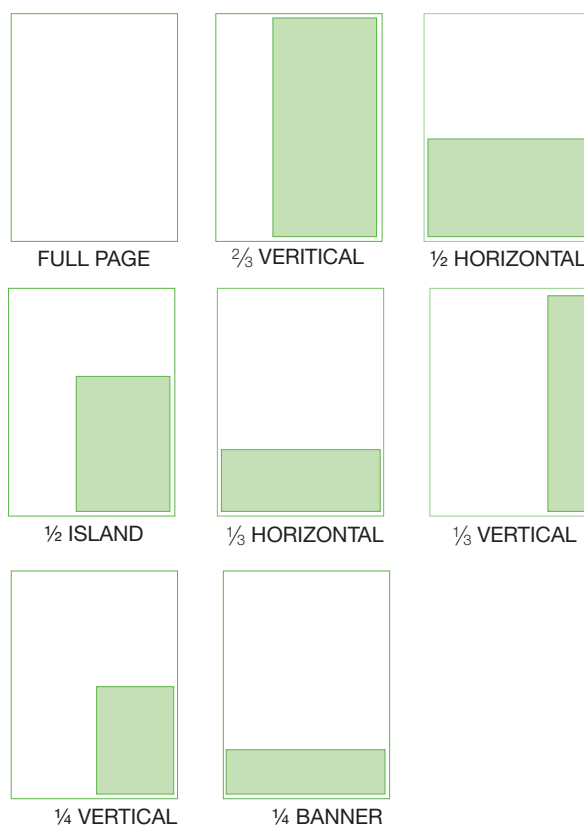
## Content will also include insightful articles providing information relating to:

- architectural/design services,
- audio visual equipment and supplies,
- automated systems,
- bibliographic database systems,
- education/professional development,
- library consulting,
- furniture and shelving,
- online information services,
- book publishers and periodicals,
- retrieval systems,
- security, theft and prevention systems,
- and more.

# rates advertising

ADS:	Four Issues	Two Issues	One Issue
<b>Black &amp; White</b> (no bleeds)			
Full Page 7" W x 9½" H	\$1,255.00	\$1,325.00	\$1,395.00
2/3 Page Vertical 4⅝" W x 9½" H	\$995.00	\$1,039.00	\$1,095.00
1/2 Page Island 4⅝" W x 7" H Horizontal 7" W x 4⅝" H	\$749.00	\$885.00	\$930.00
1/3 Page Horizontal 7" W x 3" H Vertical 2⅛" W x 9½" H	\$584.00	\$616.00	\$649.00
1/4 Page Vertical 3⅜" W x 4⅝" H Banner 7" W x 2⅛" H	\$509.00	\$539.00	\$569.00
<b>Cover and Premium Positions</b> (includes four colour)			
Double Page Spread 17½" W x 11⅛" H (bleed)	n/a	n/a	\$2,900.00
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Inside Back Cover 8⅝" W x 11⅛" H (bleed)	\$2,095.00	\$2,195.00	\$2,295.00
Outside Back Cover 8⅝" W x 11⅛" H (bleed)	\$2,495.00	\$2,595.00	\$2,695.00
<b>Colour Rates</b>			
Process Colour	add \$400.00		
Four Colour	add \$500.00		
Matched Colour	add \$550.00		
PMS Colour	\$700.00		

Trim size: 8⅜" W x 10⅞" H  
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 Printing: Offset  
 Line Screens: Black & white and four colour: 133  
 Fonts: Type 1 Adobe, must be outlined  
 Colour: CMYK



**Payment:** All rates are net; no cash or agency discount allowed. We will invoice advertisers/exhibitors shortly after the publication issue date.

Rates are quoted in Canadian dollars.

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#### Preparing and submitting ad materials for Access

Options for submitting materials:

**Email** a press-ready PDF to [info@gappointreach.com](mailto:info@gappointreach.com).

All fonts and high-resolution images must be embedded.

**Mail** a press-ready PDF on CD to shipping address noted above.

**Upload** press-ready PDF to OLA's FTP site. For instructions email [info@gappointreach.com](mailto:info@gappointreach.com).

Mark all CDs and name all files with advertiser's name and publication name.

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 Tel: (416) 699-1938  
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access magazine

# placement order

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¼ Page Vertical 3⅜" W x 4⅝" H Banner 7" W x 2⅛" H	<input type="checkbox"/> \$509.00 <input type="checkbox"/> \$509.00	<input type="checkbox"/> \$539.00 <input type="checkbox"/> \$539.00	<input type="checkbox"/> \$569.00 <input type="checkbox"/> \$569.00	
<b>Cover and Premium Positions</b> (includes four colour)				
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<b>Colour Rates</b>				
Process Colour	<input type="checkbox"/> \$400.00	<b>Colour</b>		
Four Colour	<input type="checkbox"/> \$500.00	<b>Subtotal</b> _____		
Matched Colour	<input type="checkbox"/> \$550.00	<b>13% HST</b> _____		
PMS Colour	<input type="checkbox"/> \$700.00	<b>Total</b> _____		

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Placement is subject to confirmation by OLA.

**Deadlines:** (no extensions)

Issue	Reservation	Materials	To Members
17.4 – Fall 2011	Aug 13, 2011	Sep 10, 2011	Oct 25, 2011
18.1 – Winter 2012	Oct 28, 2011	Nov 25, 2011	Jan 10, 2012
18.2 – Spring 2012	Mar 2, 2012	Mar 16, 2012	Apr 4, 2012
18.3 – Summer 2012	Apr 20, 2012	May 4, 2012	Jun 12, 2012
18.4 – Fall 2012	Aug 10, 2012	Sep 7, 2012	Oct 23, 2012
19.1 – Winter 2013	Oct 26, 2012	Nov 23, 2012	Jan 11, 2013

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