

OKDIA.ORG

MEDIA PACK 2017

OK Dinghy
International
Association

Advertise products and services on the International OK Dinghy website and magazine

- Place banners on all web pages from £70 a year
- Advertisements in the International class magazine
- Logos on press releases
- Website receives more than 100,000 page views and more than 12,000 unique visitors each year
- e-Magazine will be published online and sent to all OKDIA members and mailing list subscribers.
- Printed version (at least one per year) will have print run of 1,200 and be sent in bulk to all National Associations for distribution.
- Press releases sent to class mailing list (about 600 names) about 25 times each year

FOUR LEVELS OF ADVERTISING

1. Bronze - £70 a year

- Banner ad on okdia.org + 2 press releases on okdia.org

2. Silver - £125 a year

- Banner ad on okdia.org + 2 press releases on okdia.org
- Half page advert in magazine (published once or twice a year)

3. Gold - £160 a year

- Banner ad on okdia.org + 2 press releases on okdia.org
- Half page advert in magazine (published once or twice a year)
- Logo on all okdia press releases/newsletters

4. Platinum - £200 a year

- Banner ad on okdia.org + 2 press releases on okdia.org
- Full page advert in magazine (published once or twice a year)
- Logo on all OKDIA press releases/newsletters

Please contact publicity@okdia.org for other options.

There are three ways to advertise your products to the International OK Dinghy fleet:

Website



www.okdia.org

Magazine



Intended publication dates for 2017:

- February 20 (copy date Dec 31 2016)
- July 1 (copy date June 10 2017)

Online and print

Press releases



Press releases issued for:

- World Championships
- Europeans
- World Rankings
- Features and news



All advertising and editorial queries to:

Robert Deaves
OKDIA Publicity
Email: publicity@okdia.org

ADVERTISING RATES AND TECHNICAL SPECIFICATIONS

POSITION

All banner adverts on the home page will be placed in a random order, and may be changed monthly.

ARTWORK

Supplied artwork is preferred, though a limited free design service is available for those who cannot supply complete adverts.

Please supply logos, photos, text and a rough idea of what you want to say.

Website: artwork should ideally be supplied as a 72 dpi RGB jpg image 300 pixels wide by 225 pixels high. Please also supply the URL to be opened when clicking on the banner or button

Magazine: artwork should be supplied at 300 dpi JPG or PDF

PRESS RELEASE

Each advertiser will also be entitled to have published two product press releases each year free of charge. Additional press releases are priced at £20 per release, paid in advance, subject to reasonable limitations. All press releases shall be supplied in English in a Word document with any images as jpgs sent as separate files. Reasonable editing of the English may be carried out if required. Maximum size of 1,500 words and four images. Please note that this is provided as an information service to OK Dinghy sailors as much as it is an incentive to advertisers. Advertisers will not be reminded to make use of this service.

PAYMENTS

All payments must be made at time of booking by cheque/cash/transfer or through Paypal/Credit Card to payments@okdia.org.

TERMS

Bookings run for a 12 month period from advert first going live online and cover all products released during that period within the level of booking.

Invoices will be issued on booking and are due before advert goes live.

Bookings will be strictly on a first-come, first-served basis.

Incorrectly sized banners maybe resized without prior notice.

OKDIA reserves the right to refuse to publish any advertisement.

These terms may be changed as the website and associated services are developed.

Participating advertisers will be notified accordingly.

*Printed version may be produced based on level of advertising support

SIZE

Website banner: 300 pixels wide by 225 pixels high (display size: 200 pixels wide and 150 pixels high)

Magazine adverts

Half page: 185 mm wide by 125 mm tall

Full page (no bleed): 272 mm tall x 185 wide

Full page (bleed): 297 x 210 (trim); 271 x 185 (text); 309 x 222 (bleed area)

Press release: medium resolution logo as jpg

WHAT NEXT

If you want to place a advert then please email publicity@okdia.org with the advert artwork including the size/package you are requesting. You can either pay at the same time and request a receipt, or request an invoice and pay later. However the advert will only be placed once payment has been received. To pay by Paypal use payments@okdia.org or request a Paypal invoice, which can be paid using a credit card.

To submit a press release, send text in a Word file and images as web quality jpgs to publicity@okdia.org. It will normally be published within 3-5 days.