

LTC^{on}LINE



Promo Program

About the Ontario Long Term Care Association (OLTCA)

The Ontario Long Term Care Association (OLTCA) is the largest professional association representing Ontario's long-term care homes. Founded in 1959, the OLTCA represents the full mix of long-term care operators – private, not-for-profit, charitable and municipal. We represent approximately 70% of the total long-term care homes and 65% of the long-term care residents in the province.

As the leading voice of long-term care in Ontario our mission is to support excellence in long-term care through research, analysis, advocacy and services for members. We bring a solutions-oriented approach to advance the delivery of the care and services required to meet the changing needs of Ontario's long-term care residents.

Why Participate?

Does your organization have a webinar, new online education tool, orientation resource, website branding updates, online videos etc. that you would like OLTCA to promote to its members? Utilize the OLTCA's new promo program **LTC^{on}LINE** for greater exposure and outreach!

Increase your audience drastically by promoting to OLTCA's extensive membership list. Get your message out in front of an increased number of interested participants!



LTC_{on}LINE Promotional Schedule

OLTCA will be issuing special *LTC_{on}LINE* online resource and webinar promos according to the schedule below. Each promo will include a max of three available spots per issue. Promos will be sent to OLTCA's membership, which includes more than **3,000+** contacts. Additionally, OLTCA will promote your promo sponsorship on our social media platforms, with **5,000+** followers.

Upcoming *LTC_{on}LINE* promotions available for booking:

- Thursday, June 18
- Monday, July 6

Promos will be confirmed & promoted in order of booking (first-come-first served). OLTCA reserves the right to ensure competitors are not promoted together.

Tell us about your promotion

Promotion Headline (this is what will be displayed as the promotion title):

Tags (check all that apply):

- | | | |
|---|---|---|
| <input type="checkbox"/> Alzheimer's & Dementias | <input type="checkbox"/> Food Safety | <input type="checkbox"/> Policy |
| <input type="checkbox"/> Best practice | <input type="checkbox"/> Falls prevention | <input type="checkbox"/> Recreation |
| <input type="checkbox"/> Clinical | <input type="checkbox"/> Financial benchmarking | <input type="checkbox"/> Recruitment & retention |
| <input type="checkbox"/> Compliance | <input type="checkbox"/> Funding & costing | <input type="checkbox"/> Red tape reduction |
| <input type="checkbox"/> Culinary, dietary and/or nutrition | <input type="checkbox"/> Incontinence management | <input type="checkbox"/> Regulations |
| <input type="checkbox"/> Culture change | <input type="checkbox"/> Infection prevention & control | <input type="checkbox"/> Resident and/or family experience |
| <input type="checkbox"/> Data collection & analytics | <input type="checkbox"/> Innovation | <input type="checkbox"/> Resident safety |
| <input type="checkbox"/> Design & capital improvements | <input type="checkbox"/> Legal & risk | <input type="checkbox"/> Staff safety |
| <input type="checkbox"/> Digital health care | <input type="checkbox"/> MAID | <input type="checkbox"/> Staffing & labour |
| <input type="checkbox"/> Diversity & inclusion | <input type="checkbox"/> Media & crisis support | <input type="checkbox"/> Supply chain |
| <input type="checkbox"/> Education | <input type="checkbox"/> Medication safety & management | <input type="checkbox"/> System integration |
| <input type="checkbox"/> Emergency preparedness | <input type="checkbox"/> Mental health | <input type="checkbox"/> Technology |
| <input type="checkbox"/> Environmental/housekeeping | <input type="checkbox"/> Models of care | <input type="checkbox"/> Tools & resources |
| | <input type="checkbox"/> Operations | <input type="checkbox"/> Training, coaching and/or mentorship |
| | <input type="checkbox"/> Palliative end-of-life care | <input type="checkbox"/> Other: _____ |

Target Audience (Who is this promotion targeted to? Who is interested in this content?):

Description (This is what will be displayed in the promotion. Include hyperlinks where you would like them displayed. Max 250 words):

Promo Contact (If recipients have questions - name/email):

Attach Company Logo
(high resolution .eps)



Book Your Promotional Spot

LTC_{on}LINE Pricing

OLTCA Member.....\$1,500 + HST (One spot in one issue)

OLTCA Member.....\$2,500 + HST (One spot in two issues)

Non-Member.....\$2,500 + HST (One spot in one issue)

Non-Member.....\$4,000 + HST (One spot in two issues)

To purchase an exclusive promo & utilize the issue to promote your
online resources only.....\$5,500 + HST

➔ **Are you a current OLTCA Member?**

☐ Yes

☐ No

➔ **Primary contact for promotional booking and information**

Name: _____ Title: _____

Company: _____ Email: _____

Work Number: _____ Cell Number: _____

➔ **What promo issue date are you signing up for?**

Promo Issue Date	1 st Spot	2 nd Spot	3 rd Spot
Wednesday, May 20	SOLD	SOLD	SOLD
Monday, June 1	SOLD	SOLD	SOLD
Thursday, June 18			
Tuesday, July 6			



Method of Payment

(Please select one)

☐ Visa

☐ MasterCard

☐ AMEX

☐ Cheque

Please make cheque payable to OLTCA c/o The Bayley Group

Card #: _____

CVV: _____

Expiry Date: _____ / _____

Amount: _____

Date: _____

Name on Card: _____

Signature: _____

PLEASE RETURN COMPLETED AGREEMENT TO:

MAIL: The Bayley Group
72924 Airport Line, P.O. Box 39
Hensall, ON N0M 1X0

EMAIL: rebecca@bayleygroup.com

QUESTIONS? Please contact, Rebecca Darling @ 519-263-6001

For membership related questions or if you are interested in joining OLTCA,
please contact membership@oltca.com.