

# LTC<sup>on</sup>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<sup>on</sup>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<sub>on</sub>LINE** Promotional Schedule

OLTCA will be issuing special *LTC<sub>on</sub>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<sub>on</sub>LINE* promotions available for booking:

- ~~Wednesday, May 20~~
- Thursday, June 18
- Monday, June 1
- 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):

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**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?):

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

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

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**Attach Company Logo**  
(high resolution .eps)



## Book Your Promotional Spot

### **LTC<sub>on</sub>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 <sup>st</sup> Spot	2 <sup>nd</sup> Spot	3 <sup>rd</sup> Spot
Wednesday, May 20	SOLD	SOLD	SOLD
Monday, June 1			
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](mailto: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](mailto:membership@oltca.com).