



# OMA Classifieds: Frequently asked questions

## What is OMA Classifieds?

OMA Classifieds is a secure, self-service online platform for placing classified ads, managed by a third-party provider (AdPerfect). Accessible to both physicians and the general public, it offers a single point for creating, booking, and paying for online classified ads. The platform launched on Aug. 27, 2018.

To get started, visit [classifieds.oma.org](https://classifieds.oma.org).

## What advertising packages are available?

- 30 days online: \$50 + HST
- 60 days online: \$90 + HST
- 90 days online: \$125 + HST
- 135 days online: \$175 + HST
- 180 days online: \$250 + HST
- 365 days online: \$450 + HST

Visit [classifieds.oma.org](https://classifieds.oma.org) to select your package and place an ad.

## Are there online enhancements for ads?

Yes, the following add-ons are available:

- Featured (\$7): Premium placement on the home page, with ads rotating upon page refresh
- Highlight (\$3): Add a yellow background for greater visibility
- Clickable URL (\$2): Include a direct link to your website

## What are the Terms of Use for OMA Classifieds?

By using the platform, you agree to adhere to the [OMA Terms of Use](#) and [Privacy Policy](#).

## How do I pay for ads?

Payment is made through the secure platform using a valid credit card at the time of booking your ad. Charges are applied once your ad is approved, usually within three business days.

## Why must ads be reviewed before posting?

To ensure compliance with the [Ontario Human Rights Code](#), all ads undergo a review process that may take up to three business days. You'll receive a notification when your ad is approved and your payment has been processed.

## Can I edit my ad after booking and approval?

Yes, you can revise your ad at any time by logging into your OMA Classifieds account and selecting the ad.

## Can I cancel my ad and get a refund?

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You can cancel an ad after booking, but refunds are not available once the ad is approved and payment has been processed. Cancellation or edits reducing the original ad's value will not result in a refund. You may cancel your online advertisement by logging into your [OMA Classifieds account page](#).

**Who can see my ad?**

OMA Classifieds is public, meaning anyone, including physicians and the general public, can view ads by visiting the site. In addition, the OMA actively promotes the site to its 40,000+ physician members.

**Can I upload images or logos to my ad?**

Yes, you can upload up to three images, such as photos or logos, at no extra cost.

**Can I schedule my ad to start at a specific date?**

Yes, advertisers can pre-set a future start date for their ads.

**Will my ad renew automatically once my chosen advertising package expires?**

No, OMA Classifieds does not support automatic renewals or store credit card information. Advertisers must manually renew their ads through their account.

**Who can I contact for assistance?**

For more information, visit [classifieds.oma.org](http://classifieds.oma.org) or email [info@oma.org](mailto:info@oma.org) for assistance.