

OMA CLASSIFIEDS SELF-SERVE ONLINE ADVERTISING PLATFORM

Frequently Asked Questions

1. What is OMA Classifieds?

OMA Classifieds is a new, secure, self-service, online advertising platform for Classified advertisers – administered by a third-party service provider (AdPerfect) – that is accessible to physicians and the general public. **Launched August 27, 2018**, OMA Classifieds advertising platform is now the single point of entry for ALL Classified advertisers to create, book, and pay for Classified ads appearing **ONLINE ONLY, or BOTH ONLINE + PRINT in up to 6 annual editions of the Ontario Medical Review/OMR** (<https://www.oma.org/sections/member-benefits/practising-physician/omr-advertising/>). To create, book and pay for an OMA Classifieds ad, go to classifieds.oma.org.

2. Why was OMA Classifieds launched?

OMA Classifieds was launched to offer OMA members and valued advertisers enhanced opportunities and greater flexibility to place Classified advertisements **ONLINE ONLY, or BOTH ONLINE + PRINT** in up to 6 annual editions of the **Ontario Medical Review/OMR**. To access OMA Classifieds, visit classifieds.oma.org.

3. Can I still place a PRINT Classified ad in the Ontario Medical Review/OMR?

Yes. If you wish to place a PRINT Classified ad in the **OMR**, OMA Classifieds offers a single point of entry where advertisers may book a **PRINT Classified ad IN COMBINATION WITH an ONLINE Classified ad**. When you're ready to get started, visit classifieds.oma.org, choose your advertising category, and select the ONLINE + PRINT advertising package that best meets your print Classified advertising needs.

NOTE: PRINT Classified ad space in OMR is limited, and is available on a first-come first-served basis. All PRINT ad submissions must be a minimum of 4 lines and maximum of 25 lines, and are subject to review by the OMA, as well as space availability in the OMR issues(s) selected.

4. What are the advertising packages available through OMA Classifieds?

OMA Classifieds offers 4 advertising package options:

- **ONLINE ONLY:** starting from \$50 – includes 30 days online, unlimited text, and up to 3 images (e.g., photos, logos, graphics)
 - **ONLINE + 1 PRINT* Issue of OMR:** starting from \$75 – includes 60 days online + 1 print issue of OMR (first 4 PRINT lines included; \$5 per line thereafter)
 - **ONLINE + 3 PRINT* Issues of OMR:** starting from \$195 – includes 180 days online + 3 print issues of OMR (first 4 PRINT lines included; \$5 per line/per issue thereafter)
 - **ONLINE + 6 PRINT* Issues of OMR:** starting from \$395 – includes 365 days online + 6 print issues of OMR (first 4 PRINT lines included; \$5 per line/per issue thereafter)
- ***NOTE:** All PRINT ads must be minimum 4 lines and maximum 25 lines each. Visit classifieds.oma.org to choose your ad package and place your Classified ad.

5. What is the difference between OMA Classifieds ONLINE ads, and the PRINT ads appearing in the Classifieds section of the Ontario Medical Review/OMR?

ONLINE Classified Ads

OMA Classifieds offers advertisers the flexibility to select a specific date range for an advertisement to appear in a secure ONLINE space. Advertisers have the ability to post unlimited text and to include photos and/or logos to visually illustrate the product or service they are advertising. Advertisers may also monitor the number of hits their ad receives in real time.

PRINT Classified Ads in the Ontario Medical Review/OMR

A PRINT Classified ad in the **Ontario Medical Review/OMR** provides an opportunity to increase your advertising exposure to 37,000+ OMA physician members through one or more of the 6 annual editions of the OMR. PRINT Classified ads appearing in OMR maintain a text-based format (i.e., no photos, logos, etc.), and can only be booked in combination with an ONLINE ad.

NOTE: PRINT Classified ad space in OMR is limited, and is available on a first-come first-served basis. All PRINT ad submissions must be a minimum of 4 lines and maximum of 25 lines, and are subject to review by the OMA, as well as space availability in the OMR issues(s) selected.

To view the advertising packages offered through OMA Classifieds, visit classifieds.oma.org.

6. What are the Terms of Use for the OMA Classifieds advertising platform?

When you create, book and pay for an ad using the OMA Classifieds secure self-service advertising platform at classifieds.oma.org, **you must accept, and agree to be bound by and comply with**, the **OMA Terms of Use** (<https://www.oma.org/sections/about/corporate/terms-of-use/>) and **OMA Privacy Policy** (<https://www.oma.org/sections/about/corporate/privacy-policy/>).

7. How do I pay for ads booked through OMA Classifieds?

OMA Classifieds is a single point of entry to book, create and pay for ONLINE and PRINT Classified advertising. You will need a valid credit card at the time of booking your advertisement(s). **PLEASE NOTE:** Your credit card will be charged the full amount of your advertising package as soon as your advertisement has been approved by the OMA (usually within 3 business days of submitting an ad).

8. Why does my Classified ad have to be reviewed and approved before being posted online and/or printed in the Ontario Medical Review/OMR?

All Classified ads are subject to a review and approval process (which may take up to 3 business days) to ensure ad content complies with the Ontario Human Rights Code (<https://www.ontario.ca/laws/statute/90h19>) prior to posting online, or being posted and printed in the Ontario Medical Review/OMR. You will receive an email notification once your advertisement has been approved (and your credit card charged).

9. Can I cancel my advertisement(s) and get a refund AFTER my advertisement has been booked?

You may cancel your advertisement(s) after it has been booked. However, we regret that a refund will NOT be issued if you cancel your ad OR make edits that reduces the original value of your ad AFTER it has been approved and your credit card has been charged.

ONLINE ad cancellation: You may cancel your ONLINE advertisement by logging into your OMA Classifieds account page.

PRINT ad cancellation: If you have booked a PRINT Classified ad for publication in the Ontario Medical Review/OMR and wish to cancel it, please email classifieds@oma.org as soon as possible to determine the status of your PRINT Classified ad.

10. Who can view my OMA Classifieds ad?

OMA Classifieds is a public site, and ONLINE Classified ads can be viewed by anyone – physicians as well as members of the public – at any time by visiting classifieds.oma.org. A PDF of the PRINT classified advertisements that appears in the Ontario Medical Review/OMR can also be viewed by anyone visiting <http://www.oma.org/wp-content/uploads/omrclassifieds.pdf>.

11. I only want to place an ONLINE advertisement in OMA Classifieds. Do I also have to book a PRINT ad in the Ontario Medical Review/OMR?

No. OMA Classifieds offers advertisers the choice of booking an ONLINE ad only, OR a package that includes a combination of ONLINE + PRINT. Visit classifieds.oma.org to choose your package and place your Classified ad.

12. What is the cost to place an ONLINE advertisement on OMA Classifieds?

Advertisers can place an ONLINE ad on OMA Classifieds starting from as little as \$50 (plus applicable taxes). See FAQ #4 to view the advertising packages available, or visit classifieds.oma.org for more details.

13. Can I upload photos/logos, etc., to my ONLINE Classified advertisement(s)?

OMA Classifieds allows advertisers to upload up to 3 graphics (photos and/or logos, etc.) to enhance your ONLINE advertisement, at no additional charge. PRINT Classified advertisements to be published in the Ontario Medical Review/OMR are text-based only and do not accept photos/logos, etc.

14. Why will my ONLINE OMA Classifieds ad look different from my Classified ad appearing in PRINT in the Ontario Medical Review/OMR?

ONLINE formatting is more flexible in terms of the length of your Classified ad, as well as the logos/images/graphics that you can include in your online ad. Classified ads appearing in PRINT in the Ontario Medical Review/OMR must follow a standard format that may limit the length of the ad, and which excludes logos/images/graphics.

15. Can I pre-set my OMA Classifieds ONLINE advertisement to start at any time?

Yes. Advertisers may pre-set their ONLINE Classified advertisement start date to any date in the future.

16. What are the deadlines to submit the PRINT version of my OMA Classifieds ad?

Deadlines for submitting PRINT Classified ads to appear in the Ontario Medical Review/OMR are approximately 3 weeks prior to the “print start date” of each issue, as shown when booking a PRINT ad through classifieds.oma.org.

17. Will my OMA Classifieds ad be automatically renewed once my chosen advertising package expires?

No. OMA Classifieds does not have the functionality to automatically renew advertisements, nor does it retain confidential credit card information. Advertisers are solely responsible for managing their ONLINE and PRINT Classified advertising by directly signing in to their account at classifieds.oma.org.

18. Who can I contact for assistance or more information?

For more information regarding the OMA Classifieds secure, self-service, online advertising platform, visit <https://www.oma.org/sections/member-benefits/practising-physician/omr-advertising/>. For assistance in placing your Classified ad, please email classifieds@oma.org.