

How to Submit an Advertisement to Ontario Wellness Network

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The Ontario Wellness Network is on a collective mission to make the world a better place by supporting local businesses. We believe in supporting local businesses and building stronger communities by sharing information and resources.

We hope you will join our mission!

We created the digital magazine you are reading now to allow local businesses like yours to share their message with our community. We personally hand-pick our advertisers and we screen their advertisements to make sure they are providing interesting and relevant information for our audience.

Our main criteria for deciding which advertisers to include in each edition of the Ontario Wellness Network Digital Magazine is very simple. To contribute advertisements, you must be:

1. A local business providing products, services, and/or jobs to residents of Ontario.
2. A local business who wants to improve the community you serve by sharing interesting and relevant information.
3. Willing to support other local businesses in Ontario.



We strive to keep our advertisement submission process very simple too. We want it to be very easy for local businesses to contribute advertisements for inclusion in our magazine. Here is our five step Advertisement Submission Process:

1. Visit our website: <https://ontariowellnessnetwork.com/magazine>
2. Purchase the advertisement that you feel is most appropriate for your business.
3. Submit your advertisement through our worksheet.
4. We will review and approve your draft advertisement.
5. Share our magazine with your network.

The result is a professionally designed digital magazine that you can share with potential clients. Your advertisement will help potential clients decide if they want to work with you. And, if you are a fit for their needs, you can share the next step that they need to take in order to work with you.

What to Include in your Advertisement

The Ontario Wellness Network team are raving fans of Simon Sinek and his concept of the golden circles. We ask our article contributors and advertisers to follow the simple golden circle model. Sinek teaches us that nobody cares about what we do or how we do it until they align with our greater why. We recommend that any advertisement submitted for publication focus on the “why” of what you do.

Once you clearly state your why, you can go on to share your how and your what.

“Why” answers the question of purpose. It helps readers understand your cause and your beliefs. Why do you do what you do and why is that important to you?

“How” answers the question of process. Share the specific actions that you take with your clients in order to realize your “why.”

“What” answers the question of results delivered. The results you deliver to your clients are what you do. The “what” is the end result of your “why” and provides the tangible proof.

According to Sinek, most marketing starts with what and occasionally goes into how. Starting with “why” will have a deeper impact on your audience. A properly stated why will outperform how and what statements.

We encourage the local businesses who submit advertisements to follow the *why-how-what* format for best results with their advertisements. We also know from past experience that our advertisers see best results if they submit an article to our magazine in addition to their advertisement.

We will work with any of our full page advertisers to create a proper “why-how-what” advertisement. We suggest that our half page advertisers focus on why and how. Due to space limitations, we strongly encourage our quarter page advertisers to focus on why.

For example, if you are a realtor, a compelling “why” helps you stand out from your competitors. Too many realtors compete on “what” or possibly “how” and that turns them into a commodity. It is really hard to differentiate on what or how.

Your advertisement should seek to add value before the other party even decides to work with you. A prospect that identifies with your why is more likely to purchase from you. Assuming you have the expertise that you claim in your advertisement, your perfect potential clients should be pursuing you.

Frequently Asked Questions about Advertisement Submission

Why would I pay to submit an advertisement to Ontario Wellness Network?

We deliberately worded this question to use “would” not “should”, which is what we actually get asked the most. We personally do not believe we are in a position to tell anyone what they “should” be doing. We believe in serving those we are a perfect fit for, we will not try to convince someone who is not a perfect fit that they “should” work with us.

As for why “would” you like to work with us, we can answer why others have chosen to work with us in the past. We have deliberately kept our costs to a minimum. We pass the efficiencies on to our local business partners. We want to deliver maximum value for minimum investment. This opens the door to a long and mutually beneficial relationship with our advertisers. Our goal is to recover our production costs and pay our team fairly. The Ontario Wellness Network Digital Magazine is a networking and community-building tool first and foremost. You may wish to participate in our Digital Magazine if any of these apply to you:

1. You have a complex product or service that requires educating your potential clients before they work with you.
2. You believe that you can add value AND grow your business.
3. Your business can benefit from referrals and introductions.
4. You would like to grow your business over time.
5. You want to meet our other contributors. We host a monthly online networking group to bring our contributors together. Participation in our networking group is optional at your discretion. We do know with certainty that those who participate do best. Our networking group is complementary for our current and past contributors.

Please do not participate in our Digital Magazine if you are desperate to grow immediately. Growth through our Digital Magazine takes patience and time. It can take up to two months to start receiving referrals from our magazine. We do not want to cause you any hardship if you need a more immediate influx of great new clients.

How do I contribute an advertisement?

We have shared our five step Advertisement Submission Process already. Follow the five steps and our system will guide you every step of the way.

Why do I pay before I submit my advertisement?

We treat every advertisement submission with great care. We ask our clients to pay in advance as we start working on the advertisement as soon as we can. We keep our costs down by collecting payment up front. And, since we don't have to follow up for payment, we can turn your advertisements around much quicker too.

What is my deadline for submitting an advertisement?

We commit to our clients that every complete and approved advertisement that we receive by end of the day on the 15th of each month will be published in the month immediately following. For example, if you submit your completed and approved article at noon on February 15, we will publish your article in the March edition of the magazine.

Is there any incentive for submitting my advertisement earlier in the month?

We create and layout our magazines in the order in which we receive the articles and advertisements. Submitting your advertisement earlier in the month will give you priority placement in the publication. Advertisements received on the fifteenth will be published near the back of the magazine. Our research confirms that advertisements placed near the front of the magazine has a higher readership engagement than advertisements placed at the back of the magazine.

I don't know how to create an advertisement. Can you help me?

First, you do not have to be a creative person to submit an advertisement for publication in our Digital Magazine. We offer a paid support option for those of you who need more help with the advertisement creation. We can create an advertisement that is entertaining and informational if you can provide a basic outline and talking points.

Second, we believe that most of you can create a small advertisement for your business. We recommend using Canva to create a simple advertisement. They have free and paid options with great templates. We will do a feature on using Canva in another edition.

What if I need more help?

We have a team of professional graphic designers, researchers, copywriters, and editors at our disposal. We can recommend the right help to suit your needs and budget. We know from past results that an experienced person can save you a lot of time, energy, and money. We take the guess-work out of the equation by guiding you to the right help.

How often can I contribute an advertisement?

We are in early stages of launching the Ontario Wellness Network. At this time, we are more interested in having great content than we are in setting boundaries. However, we do recommend that you contribute no more than one advertisement per month. You will get more impact and reach more people if you consistently publish once per month as opposed to doing several advertisements in one edition.

How many people read the Ontario Wellness Network Digital Magazine?

The Ontario Wellness Network Digital Magazine is literally in its infancy. This is our first edition. We will be tracking our distribution numbers on a go forward basis. We will point out that it is not how many people who read the magazine that matters, it is really about how many people reach out to you and become your clients.

You will get the best personal results from anyone you share the magazine with directly.

The next best results will come from collaborating and connecting with other contributors.

But, if distribution matters, we have one distribution partner who will be sharing our Digital Magazine with at least 2,000 people in their community. We discourage people from participating in the magazine if they are relying purely on others to distribute the magazine.

As we stated in the article, the Ontario Wellness Network Digital Magazine is primarily a networking tool, designed to help you build relationships and community within your own networks.

My business is struggling. Can I contribute if I can't afford the investment?

First, we want to re-iterate that we are not making any promises of quick results. We focus on slow and steady, which produces long term results. You may not be a fit for us (or us for you) if you are concerned about the cost.

Having said that, we do offer a scholarship program for local businesses that truly need help and can't afford to submit an advertisement. Reach out to our team confidentially and we will find a solution that works for you.

Can I buy an Advertisement Submission as a gift for another business?

Believe it or not, we get this question on occasion. There are raving fans of a local business who want to find a way to show their appreciation. Contact our team and we will work out a gifting strategy based on your budget and their needs. We can help give a local business more exposure if they meet our criteria.

How can I benefit from being part of the Ontario Wellness Network?

The single biggest benefit is adding value to your existing network. You can easily do this by sharing the magazine with those you regularly communicate with. We find that our partners who share our digital magazines with their networks are the first to benefit. The readership truly appreciate quality information that is also helpful.

How can I help spread Ontario Wellness Network's mission?

We ask our partners to share, share, and share. The first share is to share within your own network. The second share is to become an Ambassador and earn money while sharing with your social media contacts. The third share is to join our private community and share what you do with other members of our network. We all win when we come together to support local businesses.

Do you offer any type of guarantee?

We guarantee our work. However, we cannot guarantee that your advertisement will resonate with our community. We do everything in our power to make sure your business benefits from our partnership. We will tell you this up front, we are not a perfect fit if you need a guarantee. We do guarantee that we partner with our clients and find ways to continue adding more and more value.

What do I need to submit with my advertisement?

We ask our contributors to submit their advertisement in high quality JPG or PNG image format. We have a worksheet that you use to submit your advertisement. Please complete it to the best of your ability. We will also ask for your business details if you want to be included in our free local business directory.

What are the Standard Advertisement Dimensions?

- Full Page - 8.5 inches by 11 inches (Metric 216 mm x 280 mm)
- Half Page Vertical - 4.25 inches by 11 inches (108 mm by 280 mm)
- Half Page Horizontal- 8.5 inches by 5.5 inches (216 mm by 140 mm)
- Quarter Page - 4.25 inches 5.5 inches (108 mm by 140 mm)

Don't worry about bleed options, we can fit your advertisements to our format if you use these dimensions.

Do you have any special pricing for Books in Line VIP Clients?

The Ontario Wellness Network Magazine is proudly sponsored by Books in Line. The Books in Line team loves supporting their clients beyond taking great care of their bookkeeping and accounting needs. Here are some of the benefits of being a Books in Line VIP Client:

- All Books in Line VIP Clients receive a free quarter page advertisement in our monthly magazine as long as they are actively working with Books in Line.
- All Books in Line VIP Clients are eligible for further discounts on half page and full page advertisements (see below).
- Books in Line offers a free 1,000-word article submission to our advertisers who purchase a full price advertisement.

For Books in Line VIP Clients, we offer the following special pricing.

Advertisement	Regular Price*	Books in Line VIP Client Price*
Quarter Page Ad	\$750.00	\$0.00
Half Page Ad	\$1,075.00	\$750.00
Full Page Ad	\$1,925.00	\$1,075.00
1,000 Word Article	\$625.00	\$250.00

*Prices are exclusive of HST

You can learn more here:

<https://www.pharosbusiness.com/products/176891-Ontario-Wellness-Network-Digital>

Contact Books in Line directly if you are not yet a VIP Client but would like to learn more about becoming one.