

Second Opinion

An exciting new magazine
An exciting advertising opportunity

Second Opinion is published three times each year and is dedicated to addressing major issues in health care.

The tone of the magazine is positive.

We focus on "big picture" issues, rather than daily policy issues.

Articles include such topics as:

- Private vs public health care
- Innovation in the public system
- Health care sustainability
- The history of Medicare in Canada

With a total distribution of 20,000 across Ontario, businesses and non-profits can advertise widely AND take pride in supporting Medicare

Invite your local contacts to advertise their businesses, products or services. You may choose to advertise in three issues at a reduced rate.

Page Size	Dimensions	Price 1 Issue	Discount 3 Issues
Full page	7.5" x 10"	\$1,500	\$3,000
1/2 page	7.5" x 4.9"	\$800	\$1,800
1/4 page	3.7" x 4.9"	\$400	\$975
Business-card	3.7" x 1.9"	\$200	\$600

Other sizes and options available. Contact us for details.



Getting involved is easy!

You can provide your own ad or we can design one for you. If you would like to submit an article, or an idea for an article, we'd like to hear from you!

To advertise, to contribute by submitting an article, a photo or an idea, or to receive a free copy of the current Spring issue, call us at 416-441-2502 or email us at ohcfundraising@bellnet.ca

Payment Order Form for *Second Opinion* Ads:

Second Opinion advertisement size & price: _____ # of ads (please check): 1 or 3

Total price paid by enclosed cheque/cash: _____

Mail to: _____

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Please send this order form to the Ontario Health Coalition #305-15 Gervais Drive, Toronto, ON M3C 1Y8