



Ordre des
hygiénistes dentaires
du Québec

2018

Media kit

Prevention and education are, and will always remain, the very essence of the profession.

Mission of the OHDQ

Established in 1975, the Ordre des hygiénistes dentaires du Québec (OHDQ) protects the public by ensuring that the profession is practised with the utmost quality. It continues to improve the oral health of Quebecers by ensuring that dental hygienists possess the skills relevant to their profession, by supporting its members' leadership with regard to prevention and education, and by encouraging them to strive for excellence in their profession. Almost 40 years later it was founded, the OHDQ has **over 6,200 members** throughout the province



Geographic breakdown

Montérégie	24,8 %
Montréal	15,8 %
Capitale-Nationale	10,4 %
Laurentides	6,7 %
Lanaudière	6,7 %
Outaouais	5,4 %
Laval	4,9 %
Chaudière-Appalaches	4,6 %
Mauricie	4,5 %
Saguenay-Lac-Saint-Jean	4,2 %
Centre-du-Québec	3,4 %
Estrie	3,1 %
Bas-Saint-Laurent	1,6 %
Abitibi-Témiscamingue	1,4 %
Côte-Nord	1,0 %
Hors du Québec	0,7 %
Gaspésie-Îles-de-la-	0,6 %
Nord-du-Québec	0,3 %

Advertising and promotion

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Breakdown by activity sector

Private dental practice 87%

Public dental health 8%

Other

Education

Research

Health care facility

Dental Industry

Insurance company

Army 5%

Members' profile

Women 98%

Men 2%

Average age 37 years old

More than 6,000 members



6,500 issues
Published 4 times a year

Magazine *L'Explorateur*

L'Explorateur is a reliable, credible source of information that has contributed to the advancement of the profession of dental hygienist for more than 20 years.

The magazine's mission is to provide *accurate information* on key issues directly or indirectly affecting dental hygienists. Its factual and *objective scientific* content covers a *variety of current topics*.

L'Explorateur is published electronically on the OHDQ's *Web site*.

Schedule 2018

Issue	Topic	Reservation	Material
January 2018	La Tête	November 3	November 24
April 2018	Les clienteleles vulnérables	February 2	February 23
July 2018	No release scheduled for 2018	May 4	May 25
October 2018	TBC	August 3	August 24

The OHDQ cannot guarantee the exact date its members will receive *L'Explorateur*.

Advertising rates (net)

Once	4 times		Format
\$2,000	\$1,800	1 page	7 1/4 x 9 3/4
\$1,300	\$1,200	1/2 page horizontal	7 1/4 x 4 3/4
\$1,300	\$1,200	1/2 page vertical	3 1/2 x 9 3/4
\$950	\$900	1/3 page horizontal	7 1/4 x 3
\$950	\$900	1/3 page vertical	2 1/4 x 9 3/4
\$800	\$700	1/4 page horizontal	7 1/4 x 2 1/4
\$800	\$700	1/4 page vertical	1 5/8 x 9 3/4
\$800	\$700	1/4 page square	3 1/2 x 4 3/4
\$2,200	\$1,950	Inside covers	8 1/2 x 11
\$2,700	\$2,400	Back cover	8 1/2 x 11



- Finished format of magazine: 8 1/4 x 10 3/4
- Lost margins: 8 1/2 x 11
- Maximum text size: 7 1/4 x 9 3/4
- 4C
- Sizes in inches
- NET advertising rates.



Inserts in the magazine *L'Explorateur*

Inserts are possible with some 4,600 copies of the *L'Explorateur* magazine distributed to members who have asked to receive advertising offers.

Brochures, leaflets, posters, promotional items and other.
Maximum size: 8¼ x 10¾

All inserts are under the publicity policy of the **OHDQ** which is available on the web site and have to be approved by the **OHDQ** before printed.

Insert rate: \$1,000 + \$0,0033 / g

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Electronic mail

Newsletter

Approximatively 3,800 members have accepted to receive electronic mail from our partners. It includes all dental hygienists, students and partners. Another great way to reach out quickly our members.

Since we do not want to overcrowded our members with newsletters, the OHDQ will send only one newsletter per week. You must verify the availability before. All inserts are under the publicity policy of the OHDQ which is available on the web site and have to be approved by the OHDQ.

DOCUMENTS

PDF file:

- Link to your web site.
- Contact information
 - Logo
- Contact information of the OHDQ may not appear

Rates(net)

All districts \$750

Specific districts \$500
(Eight districts and less)

CASL stands for Canada's Anti-Spam legislation. This anagram is the unofficial name for a new law recently passed by the Parliament of Canada. The official name of the law is "An Act to promote the efficiency and adaptability of the Canadian economy by regulating certain activities that discourage reliance on electronic means of carrying out commercial activities, and to amend the Canadian Radio-television and Telecommunications Commission Act, the Competition Act, the Personal Information Protection and Electronic Documents Act and the Telecommunications Act ("The Act)". CASL came into force on July 1, 2014.

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