

The Ontario General Contractors Association (“OGCA”) website permits placement of advertisements in select sections of the site. This initiative generates revenue that helps support the Website’s ability to provide high-quality information.

Advertising Content and Format

Ads on the OGCA Website are designed in the well-known banner or skyscraper ad format, appearing in a fixed location in the left-hand navigation bar at the bottom of the page.

The pages within the Website are selected for ad placement based on site traffic, provided that these pages are deemed to be appropriate for advertising by the OGCA. Each ad must meet the OGCA’s existing guidelines for advertising as posted on the OGCA Website. Advertising does not appear on the OGCA Website’s home page, and “pop-up” ads are not permitted.

Privacy

Online advertisements on the OGCA’s Website do not collect any personally identifiable information on individual visitors. The OGCA does collect aggregate data on visitors, such as time of day and Web browser type. Such information may be shared with advertisers to determine their advertising effectiveness.

Please visit our [Privacy Policy](#) for more information.

Advertisement Guidelines

The appearance of advertising on the Ontario General Contractors Association (“OGCA”) Websites is neither a guarantee nor an endorsement by the OGCA of the product, service, company or the claims made for the product in such advertising. The fact that an advertisement for a product, service, or company has appeared on the OGCA Websites shall not be referred to in collateral advertising.

As a matter of policy, the OGCA will sell advertising space on its Websites when the inclusion of advertising does not interfere with the mission or objectives of the OGCA or its members.

The OGCA, in its sole discretion, retains the right to decline any submitted advertisement or to discontinue posting of any advertisement previously accepted.

Advertising Policy

1. Digital advertising may be placed on the OGCA Website.
2. Digital advertisements must be readily distinguishable from editorial web content and the word "Advertisement" shall be added.
3. Digital advertisements may appear as fixed banners.
4. Advertisements and promotional icons may not appear on the home page of the OGCA website.
5. OGCA logos may not appear on commercial Websites as a logo or in any other form without prior written approval by the individuals responsible for the respective areas within OGCA.
6. Advertisements may link off-site to a commercial Website, provided that the viewer is clearly informed that they are viewing an advertisement by means of the word "Advertisement."
7. Websites shall not frame the OGCA Websites content without express permission; shall not prevent the viewer from returning to the OGCA Websites or other previously viewed screens, such as by disabling the viewer's "back" button; and shall not redirect the viewer to a Website the viewer did not intend to visit. The OGCA Website reserves the right to not link to or to remove links to other Websites.
8. All online advertising (including but not limited to banner ads) must be reviewed and approved by the OGCA.
9. Banner Ads will rotate on a timed basis. The viewer will see your ad for approximately 10 seconds (regardless of page changes) prior to the viewing of the next ad. A maximum of 10 ads will be placed in the banner section of the website.

Rates

The OGCA represents the advertising and sponsorship opportunities of over 220 member companies in the construction industry. The four major audiences reached through our network include contractors, buyers of construction, government and suppliers.

Each month, the OGCA website reaches over 3 thousand unique users and delivers over 25 thousand pages views to a highly targeted audience.

Member websites currently represented by the OGCA can be seen by visiting the OGCA website at www.ogca.ca.

Submission Requirements



All advertisements must be submitted in post ready format (jpg or gif) for a vertical banner standard IAB size of 120 x 240 (maximum file size of 20 KB).

For additional information on advertising on the OGCA website or to submit your advertisement contact: mary@ogca.ca.

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