



# RECREATION & PARKS BC MAGAZINE

# ADVERTISING RATE CARD 2012

## DISPLAY RATES

Format	1 issue (each)	2 issues (each)	3 issues (each)	4 issues (each)
1/6 Page – Black & White	\$450.00	\$430.00	\$400.00	\$360.00
1/3 Page – Black & White	\$740.00	\$700.00	\$670.00	\$590.00
1/2 Page – Black & White	\$990.00	\$940.00	\$890.00	\$790.00
2/3 Page – Black & White	\$1,350.00	\$1,280.00	\$1,210.00	\$1,080.00
Full Page – Black & White	\$1,520.00	\$1,440.00	\$1,370.00	\$1,220.00
Outside Back Cover – Full Colour	\$2,400.00	\$2,230.00	\$2,230.00	\$2,085.00
Inside Front or Inside Back Cover – Full Colour	\$2,150.00	\$2,000.00	\$2,000.00	\$1,845.00
Spot Colour	Add \$700.00 (each)			
Preferred Placement	Add 15% (each)			

## CLOSING DATES

Issue	Theme	Issue Month	Material Due
Winter 2012	Health, Wellness & Recreation	January	November 18, 2011
Spring 2012	Community Building	April	March 2, 2012
Summer 2012	Children in Nature	July	June 1, 2012
Fall 2012	Inter Sectoral/Social Innovation	October	August 31, 2012

For further information, please contact Joel Ornoy, 604-629-0965 ext 239 or [jornoy@bcrpa.bc.ca](mailto:jornoy@bcrpa.bc.ca)

## ADVERTISING ORDER FORM

Ad Size	Preferred Placement	Colour	Payment Information
<input type="checkbox"/> Full Page <input type="checkbox"/> 2/3 Page <input type="checkbox"/> 1/2 Page <input type="checkbox"/> 1/3 Page <input type="checkbox"/> 1/6 Page	<input type="checkbox"/> Position Guarantee <input type="checkbox"/> Requested Placement <b>Issues:</b> <input type="checkbox"/> Winter <input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall	<input type="checkbox"/> Full Colour <input type="checkbox"/> Black & White <input type="checkbox"/> Add Spot Colour	<b>Calculate Cost</b> Ad cost \$ _____ Preferred Placement (add 15%) \$ _____ Spot Colour \$ _____ Not-for-profit (less 15%) \$ _____ <b>TOTAL</b> \$ _____
Please complete the following information: Advertiser _____ Contact _____ Address _____ City/Prov _____ Postal Code _____ Phone _____ Fax _____ Email _____ Signature _____ I have read the advertising policy and agree to its terms.			<input type="checkbox"/> Cheque enclosed ( <i>payable to BCRPA</i> ) <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa Card Number _____ Expiry _____ Signature _____

### ADVERTISING POLICY

- The person signing on behalf of the Advertiser on this order form, or otherwise authorizing the purchase of advertising, hereby certifies that he or she is either the advertiser, or that he or she has been lawfully authorized to enter into this agreement on behalf of the advertiser.
- I understand that this agreement does not bind the BCRPA to publish my ad. Content of my ad will be reviewed by the BCRPA and I will be required to make any changes the BCRPA considers necessary. If the BCRPA does not publish my advertisement, any money I have paid in advance will be refunded.

- I understand, if I do not purchase PREFERRED PLACEMENT that the BCRPA does not guarantee that my advertising will appear on any specific page or position on a page. Further, I understand that my ad can appear anywhere in the Magazine, without recourse. All preferred placement positions are non-cancellable.
- The BCRPA may create, revise or cancel a discount or promotional offering at any time. No discount ordered regarding past issues of the Magazine shall obligate the BCRPA to offer any discount for the current issue.
- Revisions to previously submitted ad copy are subject to additional charges.
- Payment is due upon receipt of the invoice.

Mail, e-mail or fax this order form: Joel Ornoy, BC Recreation and Parks Association, #301 - 470 Granville Street  
 Vancouver, BC V6C 1V5 Telephone: 604-629-0965 ext. 239 Fax: 604-629-2651 Email: [jornoy@bcrpa.bc.ca](mailto:jornoy@bcrpa.bc.ca)



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## MECHANICAL REQUIREMENTS

### AD DIMENSIONS

	Non-Bleed Sizes		Trim Sizes		Bleed Sizes*	
	Width	Height	Width	Height	Width	Height
1/6 Page - Vertical	2-1/4"	4-5/8"	-	-	-	-
1/6 Page - Horizontal	4-11/16"	2-1/4"	-	-	-	-
1/3 Page - Vertical	2-1/4"	9-5/8"	-	-	-	-
1/3 Page - Horizontal	7-1/8"	3"	-	-	-	-
1/2 Page - Digest	4-11/16"	7-1/8"	-	-	-	-
1/2 Page - Horizontal	7-1/8"	4-5/8"	8-3/8"	5-1/4"	8-5/8"	5-3/8"
2/3 Page - Vertical	4-11/16"	9-5/8"	5-7/16"	10-7/8"	5-9/16"	11-1/8"
2/3 Page - Square	7-18"	6-1/4"	8-3/8"	6-7/8"	8-5/8"	7"
Full Page	7-1/8"	9-5/8"	8-3/8"	10-7/8"	8-5/8"	11-1/8"

\* Bleed ads: All critical type should be kept 3/8" from trim size all around.

### SUPPLYING DIGITAL MATERIAL (ELECTRONIC FILES)

BCRPA's Fitness Magazine is printed offset, 4-colour process cover, 2-colour inside, saddle stitched at 133 line screen.

#### Supported Electronic Media

All ad material for Recreation and Parks BC magazine must be supplied in digital format that meets the outlined specifications for output, and must include all supporting image files and fonts. Files can be accepted on both Macintosh and PC formatted CDROM or Zip disks.

#### File Formats

Files must be supplied for Macintosh in the following file formats: QuarkXPress 6.5 or lower, Illustrator CS3 or lower, InDesign CS3, Photoshop EPS/TIF, or Adobe PDF.

#### PDF Files

All fonts must be embedded, PDFs distilled at 300 dpi.

#### Job Size

Each advertisement must be made up of a separate document to the final size with no registration or crop marks.

#### Fonts

All fonts must be embedded within the job, converted to outlines (Illustrator) or, if supplied, must be Postscript Type 1 fonts. All other fonts may result in your font being substituted by a Type 1 font.

#### Digital Halftones

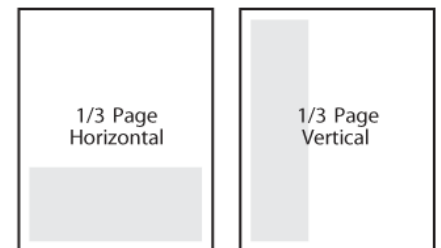
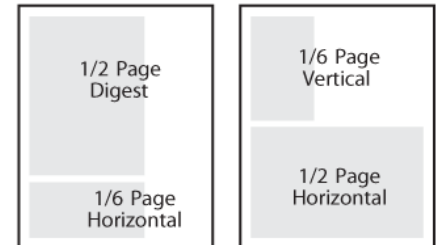
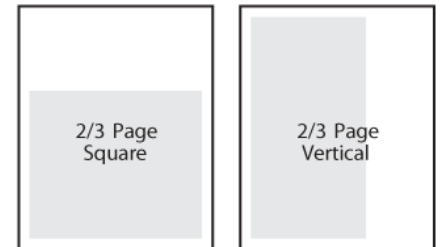
The resolution for grayscale and colour halftones supplied should not be less than 300 pixels per inch. Bitmapped files should be saved as a Photoshop EPS, PSD or TIFF format.

#### Creative Services

Design services can be provided for your ad. An estimate will be prepared for approval prior to commencement of work.

#### Production Charges

Typesetting or production necessary or requested will be charged to the client. Expenses incurred as a result of the client's failure to conform to the mechanical specifications will be charged to the client.



### SUPPLY AD ARTWORK TO:

BCRPA  
 Attn: Joel Ornoy  
 ##301 - 470 Granville Street  
 Vancouver, BC V6C 1V5  
 Email: [jornoy@bcrpa.bc.ca](mailto:jornoy@bcrpa.bc.ca)  
 Tel: 604-629-0965 ext 239  
 Fax 604-629-2651