



# 2018 ADVERTISING RATE CARD

## DISPLAY RATES

Format	1 Issue (each)	2 Issues (each)	3 Issues (each)
1/6 Page — Full Colour	\$175.00	\$175.00	\$157.00
1/3 Page — Full Colour	\$300.00	\$300.00	\$270.00
1/2 Page — Full Colour	\$600.00	\$600.00	\$540.00
Full Page — Full Colour	\$900	\$900	\$810.00

Corporate members & not-for-profit associations receive a 15% discount. Proof of not-for-profit status must be included with this agreement. Corporate membership status must be valid.

## CLOSING DATES

Issue	Material Due	Approx. Publication Date
Winter 2018	02 February 2018	16 March 2018
Spring/Summer 2018	11 May 2018	29 June 2018
Fall 2018	05 October 2018	09 November 2018

For further information, please contact 604.629.0965 ext. 260 or [corpsales@bcrpa.bc.ca](mailto:corpsales@bcrpa.bc.ca)

## ADVERTISING ORDER FORM

<b>ANNUAL CONTRACT</b>	<b>INDIVIDUAL ISSUES</b>	<b>NO. of ADS PER ISSUE</b>
<input type="checkbox"/> YES	<input type="checkbox"/> 1 ISSUE	<input type="checkbox"/> 1 AD
<input type="checkbox"/> NO	<input type="checkbox"/> 2 ISSUES	<input type="checkbox"/> 2 ADS

CONTRACT DATE: \_\_\_\_\_

### AD SIZE:

<b>All or 1st Ad</b>	<b>2nd Ad</b>
<input type="checkbox"/> Full Page	<input type="checkbox"/> Full Page
<input type="checkbox"/> 1/2 Page	<input type="checkbox"/> 1/2 Page
<input type="checkbox"/> 1/3 Page	<input type="checkbox"/> 1/3 Page
<input type="checkbox"/> 1/6 Page	<input type="checkbox"/> 1/6 Page

*If purchasing individual issues and ad sizes vary, please write instructions here:*

### ISSUE PREFERENCE (no annual contract)

Winter    Spring/Summer    Fall

Please complete the following information:

Advertiser/Contact \_\_\_\_\_

Address \_\_\_\_\_

City/Prov \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_

### Payment Information

DATE: \_\_\_\_\_

NAME ON CARD: \_\_\_\_\_

Special Info: \_\_\_\_\_

### Calculate cost

Ad cost (total of all ads) \$ \_\_\_\_\_

# of Issues \$ \_\_\_\_\_

# of Ads per issue \_\_\_\_\_

SUBTOTAL \$ \_\_\_\_\_

Corp. Mem & NFP (less 15%) \$ \_\_\_\_\_

GST (5%) \$ \_\_\_\_\_

TOTAL \$ \_\_\_\_\_

Cheque Enclosed (payable to BCRPA)

Mastercard    Visa

Card Number \_\_\_\_\_

Expiry \_\_\_\_\_

Signature \_\_\_\_\_

## ADVERTISING POLICY

1. 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.
2. 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.

3. I understand, 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.
4. 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.
5. Revisions to previously submitted ad copy are subject to additional charges.
6. Payment is due upon receipt of the invoice.

Mail, email or fax this order form: Stephanie Dutto, Operations Manager, BC Recreation and Parks Association, #301 – 470 Granville St., Vancouver, BC, V6C 1V5 Telephone: 604.629.0965 ext. 260 Fax: 604.629.2651 Email: [corpsales@bcrpa.bc.ca](mailto:corpsales@bcrpa.bc.ca)

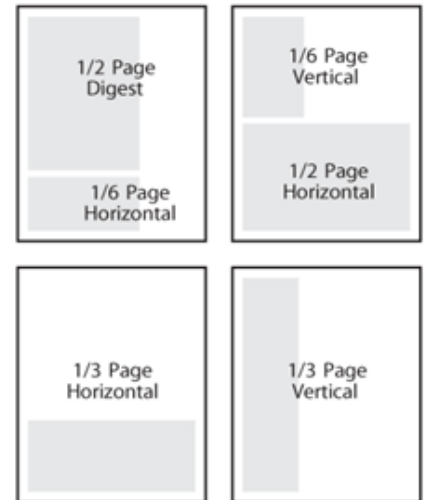


## BCRPA FITLIFE BC

# MECHANICAL REQUIREMENTS

### AD DIMENSIONS

	Sizes	
	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"
Full Page	8-5/8"	11-1/8"



### SUPPLYING DIGITAL MATERIAL (ELECTRONIC FILES)

*BCRPA's Fitness Magazine is distributed in digital format.*

#### Supported Electronic Media

All ad material for *FitLIFE BC* magazine must be supplied in digital format that meets the outlined specifications for output.

#### File Formats

Files must be supplied as web-based PDF files.

All files should be submitted at 100% of size in RGB format.

All fonts must be embedded, PDFs distilled at a minimum of 72 dpi.

#### Job Size

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

#### Production Charges

Any necessary typesetting or production 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  
#301 – 470 Granville St.  
Vancouver, BC, V6C 1V5  
Email: [corpsales@bcrpa.bc.ca](mailto:corpsales@bcrpa.bc.ca)  
Tel: 604.629.0965 ext. 260  
Fax: 604.629.2651