

## ACPA JOURNAL ADVERTISING RATES 2011

(Same rates since 2007)

All prices are based on full-colour (cmyk) “camera ready” ads. See page 3 for specifications.

AD SIZE (see page 2 for measurements)	PRICE	SIZE
BACK COVER	\$800.00	A
INSIDE BACK COVER	\$700.00	A
INSIDE FRONT COVER OR PAGE 1	\$750.00	A
FULL PAGE	\$620.00	A/B
DOUBLE PAGE SPREAD	\$950.00	C
1/2 PAGE	\$335.00	D
1/3 PAGE	\$250.00	E
1/4 PAGE	\$170.00	F
BUSINESS CARD	\$85.00	G

### Guaranteed Page Placement

For a guaranteed placement we will require an additional 10% of the ad price.

### Discounts are offered as follows:

2 issues—10%    3 issues—15%    4 or more issues—20%

### Multiple Issue Advertising

If you agree to run your ad in multiple issues, it is up to you, the advertiser, to ensure ACPA is running an up-to-date ad on your behalf.

If you do not contact ACPA to make arrangements to run a new or revised ad, the current file you have given to ACPA will be used.

A new Accounting Policy of 50% money down and balance to be paid upon completion is in effect for all multiple issue advertising.

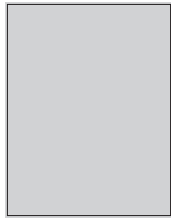
### Ad Design Fee

If you do not have a “camera ready” ad, and would like us to create one for you, the fee will be **\$100.00 per ad**. All copy and necessary imagery/logos etc. must be supplied to the designer at print quality. Additional fees may apply in addition to the above mentioned rate depending on the complexity and time required to create the ad.

**ACPA JOURNAL AD SIZES** (width × height)

**A** 

---



**Full page, with bleed**  
8.625" × 11.25"

**B** 

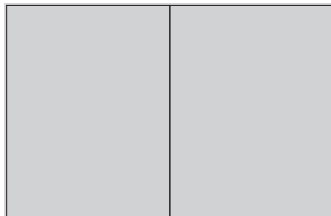
---



**Full page, no bleed**  
7.8889" × 9.8889"

**C** 

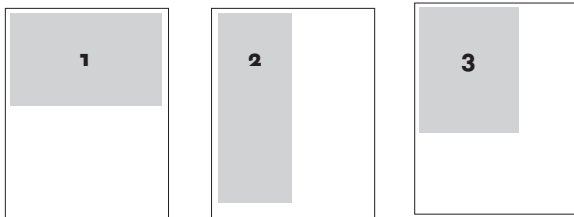
---



**Double page spread, with bleed**  
17.25" × 11.25"

**D** 

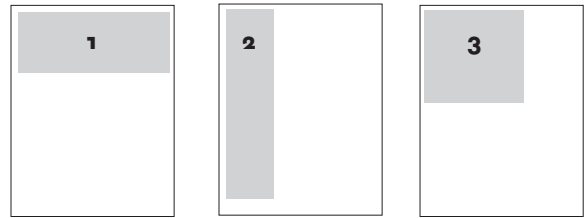
---



1. **½ page—horizontal**  
7.8889" × 4.8125"
2. **½ page—vertical**  
3.815" × 9.8889"
3. **½ page—square**  
5.1759" × 6.5104"

**E** 

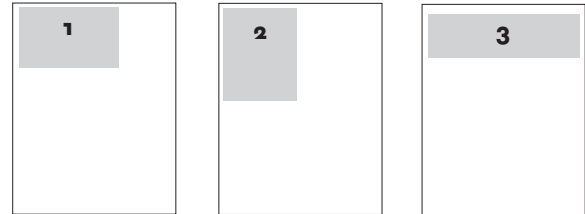
---



1. **⅓ page—horizontal**  
7.8889" × 3.1319"
2. **⅓ page—vertical**  
2.463" × 9.8889"
3. **⅓ page—square**  
5.1759" × 4.8125"

**F** 

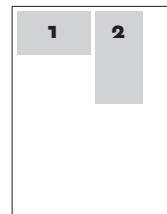
---



1. **¼ page—horizontal**  
5.1759" × 3.1319"
2. **¼ page—vertical**  
3.815" × 4.8125"
3. **¼ page—banner**  
7.8889" × 2.2813"

**G** 

---



1. **business card—horizontal**  
3.815" × 2.2813"
2. **business card—vertical**  
2.463" × 4.8125"

## INFORMATION REQUIRED FROM NEW ADVERTISERS

Please send camera-ready files electronically to Susan Gadsby, via email at [sgadsby@acpa.ca](mailto:sgadsby@acpa.ca). If your file is too large to email we recommend you use a free file sharing site such as YouSendIt.com or Dropbox.com to transfer your file.

CONTACT NAME: \_\_\_\_\_

CONTACT ADDRESS: \_\_\_\_\_

CONTACT EMAIL ADDRESS: \_\_\_\_\_

SIZE OF AD: \_\_\_\_\_

DURATION OF AD: \_\_\_\_\_

DO YOU REQUIRE US TO CREATE AN AD FOR YOU? Yes or No  
(You will be advised of the fee. Please see the bottom of the rates sheet)

### Invoicing

You will be invoiced, via Canada Post, through ACPA's Accounting Department and a copy of the Journal will be included. Payment is due upon 30 days of receipt of the invoice.

### For Multiple Issue Advertisers Only

DO YOU CONFIRM YOUR WILLINGNESS TO RUN YOUR ADVERTISEMENT FOR THE CONSECUTIVE NUMBER OF ISSUES YOU NOTED ABOVE? Yes or No

DO YOU CONFIRM YOUR WILLINGNESS TO PROVIDE ACPA WITH A CURRENT ADVERTISEMENT FOR EACH ISSUE? Yes or No

DO YOU CONFIRM THAT YOU ARE AWARE THAT IF ACPA HAS NOT RECEIVED AN UPDATED ADVERTISEMENT, ACPA WILL RUN THE MOST CURRENT AD ON FILE? Yes or No

### Invoicing for Multiple Issue Advertisers

Once you have agreed to advertise in multiple issues, you will be invoiced immediately through ACPA's Accounting Department for 50% down of the total price of your guaranteed number of issues. A separate invoice will be issued upon completion for the remaining balance.

### Digital Requirements for Advertising Material

ACPA Journal will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here. All ads must be supplied digitally.

- All critical matter must be kept within 1/4" from bleed trim edges.
- We will ONLY accept PDFX-1a files (ensure that files are 300 dpi).
- Include 1/8 bleed trim on all sides for pages built to bleed trim specs.
- Images should be a minimum resolution of 300 dpi @ 100% size.
- All RGB images must be converted to CMYK.
- All spot colours (Pantone) must be converted to CMYK.
- Type should be a minimum of 8 point. Reverse type less than 12 point is not suitable for reproduction. ACPA Journal is not responsible for reproduction of type in sizes smaller than those mentioned above.
- Please be sure to include trim, crop marks and bleed on your proof.
- ACPA Journal reserves the right to add a keyline to floating ads to differentiate them from editorial.