

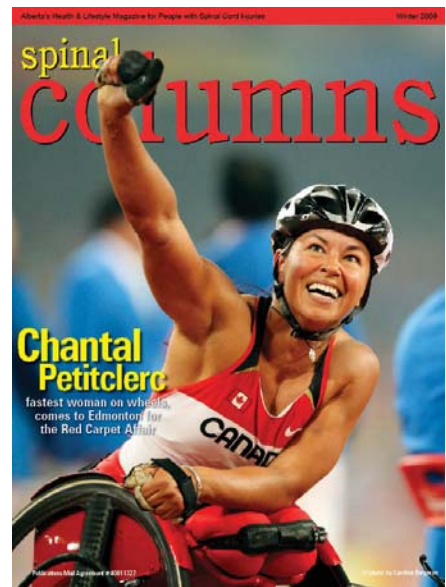
spinal columns

TWO DECADES OF EXCELLENCE

Spinal Columns is the magazine of the Canadian Paraplegic Association (Alberta). Published since 1983, it is the only Alberta-based publication by and for people with spinal cord injuries and other mobility impairments, and their families. For more than 25 years, our readers have relied on Spinal Columns for information and inspiration that simply can't be found anywhere else.

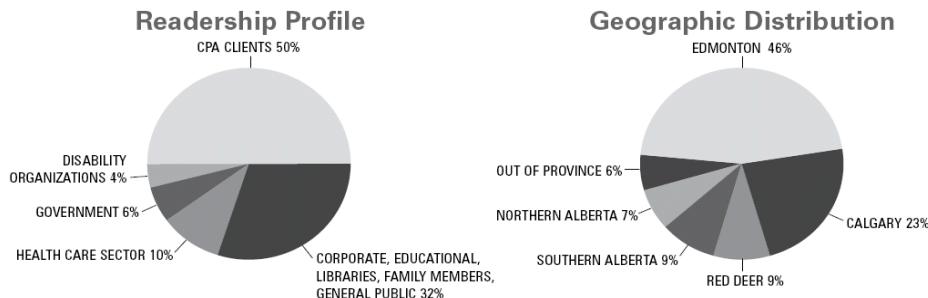
UNIQUE, VISIONARY CONTENT

Life with spinal cord injury comes with many challenges. Albertans with spinal cord injuries can regain independence and make important contributions to their communities and families, but they often need help finding solutions for problems related to health, accessibility, mobility, advocacy, sexuality, and careers. With features and regular columns in these areas and more, written by staff, members and professional writers, Spinal Columns is the definitive news and information source for all Albertans who use a wheelchair or other mobility device. Professional design and high quality, four colour printing on coated matte stock make the magazine that much more compelling to readers.



THE OPPORTUNITY FOR ADVERTISERS

If your company or organization needs to reach Albertans with spinal cord injuries and other mobility impairments, there's simply no better medium to advertise in than Spinal Columns. Published four times per year, and with a circulation of approximately 4,000 per issue, Spinal Columns can reach your target audience effectively and economically. When it comes to spreading the word about your disability-related products and services, no other medium can deliver better results for your advertising dollar.



FOR MORE INFORMATION

Betty Maclsaac
Spinal Columns Magazine
Canadian Paraplegic Association (Alberta)
305 Hys Centre, 11010 - 101 Street
Edmonton AB T5H 4B9
Phone: (780) 424-6312 Fax: (780) 424-6313

Spinal Columns



Ad Data, Rates, Sizes, & Specifications **Spinal Columns**

GENERAL INFORMATION

Printing Process Offset press
Linescreen 175 lines per inch
Binding Method Saddle-stitched
Stock 80 lb Luna Matte coated
Ad Submission Digital files only; no film
Pricing refer to below. Ad production/alteration will result in extra charges.

IMPORTANT DATES

Issue	Material Deadline
January Winter Issue	Nov 30 th
April Spring Issue	Feb 28 th
July Summer Issue	May 30 th
October Fall Issue	August 30 th

AD RATES

Black and White

Single Issue	Four Issues (per issue)	
1/8 page	\$95	\$85
1/4 page	\$170	\$155
1/2 page	\$310	\$280
Full page	\$560	\$505

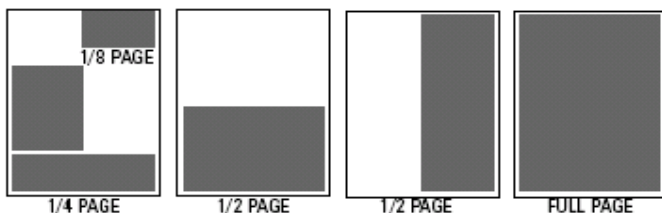
Colour

Single Issue	Four Issues (per issue)	
1/8 page	\$115	\$105
1/4 page	\$205	\$185
1/2 page	\$375	\$340
Full page	\$675	\$610
Inside front cover ..	\$845	\$760
Inside back cover ..	\$810	\$730
Back cover	\$945	\$850

GST extra on the above rates.

AD SIZES

Full Page Bleed 8-1/2 x 11"
 Full Page Trim 8-1/4 x 10-3/4"
 Full Page Live 7-3/4 X 10-1/4"
 1/2 Page Vertical 3-5/8 x 9-3/4"
 1/2 Page Horizontal 7-1/2 x 4-5/8"
 1/4 Page Vertical 3-5/8 x 4-5/8"
 1/4 Page Horizontal 7-1/2 x 2-1/4"
 1/8 Page 3-5/8 x 2"



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DIGITAL FILE SPECIFICATIONS

Advertisements are accepted in digital (electronic) format only—no film or velox ads permitted. Proofs All digital files must be accompanied by a colour match proof or, in the case of black and white ads, a laser proof. We accept no responsibility for content or colour accuracy where no proof has been supplied. File Compatibility Generally, we accept files created in QuarkXPress, Adobe Illustrator, Adobe Pagemaker and Adobe Photoshop (Mac or PC). Sorry, but we do not accept Word or Corel files. File types accepted include EPS (fonts converted to outlines), TIF or JPG (CMYK; 300 pixels per inch) and PDF (distilled as press ready and saved with all fonts embedded). Layered files must be flattened. All images must be 300 pixels per inch and CMYK. Do not supply trapped files. Fonts All required printer and screen fonts must be supplied in cases where they cannot be converted to outlines or embedded in digital files. We recommend using Type 1 fonts only.

SENDING YOUR DIGITAL FILES

All digital files and advertising materials can be saved to Zip disk or CD and, along with proofs, mailed or couriered to:

Betty Maclsaac
 Spinal Columns Magazine
 Canadian Paraplegic Association (Alberta)
 Phone: 780-424-6312 Fax: 780-424-6313
betty.macisaac@cpa-ab.org

ELECTRONIC ADVERTISING

In addition to *Spinal Columns*, we offer advertising opportunities on our *website* (www.cpa-ab.org) and our monthly electronic newsletter, *Wheel-E*.

Website:

Website Advertisers - One Year\$500.00 + GST
 (Logo placement on Website Advertisers page - with up to 25 word description regarding advertiser)
 Website Advertisers - Quarterly\$150.00 + GST

Wheel-E:

Wheel-E Ad - Year\$250.00 + GST
 Wheel-E Ad - Month.....\$25.00 + GST

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