

e-Wavelength

A Public Safety Communications Journal

Starting in 2012 Wavelength will move to an electronic only journal!

More Exposure: In a recent membership survey, it was determined that members would, on average, send copies of an e-version of *Wavelength* to 8 colleagues. Considering there are 800 APCO Canada members, this means each issue could be viewed by more than 6,000 professionals.

Interactive Marketing: The e-version of *Wavelength* will be published in two formats. The first is a “flip” version that looks like the actual magazine, on your computer screen. Pages are turned like a magazine, text is searchable, and issues can be printed when needed. The second version will be in a PDF format that will be available on the APCO Canada website. The best part is that all ads, in both versions, will be linked to the advertisers’ website. This means that as the reader is perusing an issue they can instantly be at the advertisers’ website with the click of a button.

Better Value: AJPI is pleased to offer a combination package which includes a full-page four-colour ad in each issue of the flip version AND the PDF version. The package also includes a full 12-month sponsorship of the APCO website with banner ads linking to your website site, as well as logo representation with links to your website, on all issues of the *APCO Canada e-Bulletin*. The total cost of this complete package is only \$6,500 for the year. The package cost for 2012 is approximately \$2,000 per year less than running four full-page ads in the previous print version of *Wavelength*, and you get the increased exposure, web sponsorship, and e-bulletin logo positions – all interactive, with links to your website. Exposure is an important component of any marketing program. The frequency of that exposure is equally as important. The more a market sees your message, in numerous places, the better the recognition and retention of that message. A full media package will be sent in the coming days that will outline pricing for the individual elements, should you not want to take advantage of the complete package.



Check out the new
 APCO Canada Website at
www.apco.ca

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Advertising Terms

Andrew John Publishing Inc. (AJPI) is not responsible for any errors in electronic files supplied by client. Similarly, AJPI accepts no responsibility for poor reproductions as a result of client-supplied materials. The advertiser and the advertising agency assume full liability for all advertising submitted, printed, or published. Ads not received on deadline may not be run. If not published, advertisers will be charged 50% space-holding fee.

2012 Wavelength E-Journal Closing Dates

	Closing Date	Ad Material Due	Email Date
Issue 1	January 6, 2012	January 20, 2012	January 2012
Issue 2	April 2, 2012	April 16, 2012	April 2012
Issue 3	June 18, 2012	July 2, 2012	July 2012
Issue 4	October 1, 2012	October 15, 2012	October 22, 2012

Best Package

2012 Advertising Complete Package Rate – \$6500 / year

1 Full page, colour ad each issue of Wavelength, 12 month sponsorship of the APCO Canada Website (includes banner ad and logo) and logo representation in each issue of APCO Canada e-bulletin.

2012 Wavelength Advertising Rates

	Full Colour
Full Page Ad	\$1,574
1/2 Page Ad	\$1,000
1/3 Page Ad	\$900
1/4 Page Ad	\$825

2012 APCO Canada Website Sponsorship

Banner ad randomly rotating on each page of the APCO Canada Website and Logo representation on the Sponsorship page of the APCO Canada Website.
\$950 / year

2012 APCO Canada Website Strip ad

Strip ad randomly rotating at the bottom of each page of the APCO Canada Website.
\$600 / year

2012 APCO Canada e-bulletin

Logo representation in each issue of the APCO Canada e-bulletin.
\$300 / issue

APCO Canada website banner ad Specs

width: 960px 72dpi
 height: 289px 72dpi

Ad Dimensions (width x height)



Full Page Ad
 Trim: 8.125" x 10.75"
 Bleed: .125" all sides

1/2 Vertical Ad
 3.375" x 9.75"

1/2 Horizontal Ad
 7.125" x 4.75"

1/2 Island Ad
 4.675" x 7"



1/3 Vertical Ad
 2.25" x 9.75"

1/3 Square Ad
 4.675" x 4.75"

1/4 Vertical Ad
 3.375" x 4.75"

1/6 Vertical Ad
 2.25" x 4.75"

Ad Material Specifications

Electronic files only. Colour proof to accompany files. Ads should be in Adobe Photoshop, Illustrator, QuarkXPress or InDesign. Provide all fonts and support files (e.g., scans). Ads should be supplied to correct size, include additional .125" bleed on full page ads. Email, Internet or ftp transfer. FTP instructions available upon request. Ad production/design, if required, is available and is billed in addition to advertising rates.