

# Vibes

The  
Canadian Hearing  
Society Magazine

## ACCESSIBILITY *IN ACTION*

**ISSUE DATE:** April 8th, 2013

**ADVERTISING DEADLINE:** March 4th, 2013

**MATERIAL DEADLINE:** March 18th, 2013

**For advertising information, please contact:**

**REID** COMMUNICATIONS

c/o **Jon Reid**

**Tel:** (416) 465-8992 • **Fax:** (416) 465-5720 • **E-Mail:** reidj@rogers.com

This editorial lineup is provided for information purposes only and may change without notice.

**Please forward artwork to:**

**ANDREW JOHN PUBLISHING, INC.**

co/ **Brenda Robinson**, 115 King Street West, Suite 220, Dundas, Ontario, Canada, L9H 1V1

**Phone:** (905) 628-4309 • **Toll Free:** (877) 245-4080

**Email:** brobinson@andrewjohnpublishing.com



**CHS | SCO**

CANADIAN HEARING SOCIETY  
SOCIÉTÉ CANADIENNE DE L'OUÏE

271 Spadina Road, Toronto, ON M5R 2V3

**Phone:** (416) 928-2500 • **Fax:** (416) 928-2506 • **TTY:** (416) 964-0023

**Toll-free Phone:** (877) 347-3427 • **Toll-free TTY:** (877) 347-3429

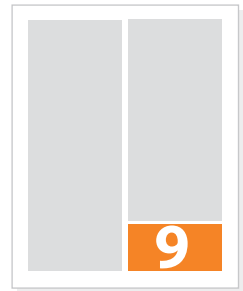
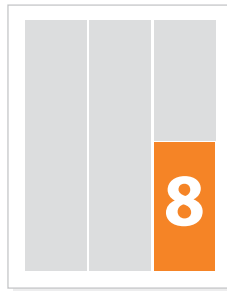
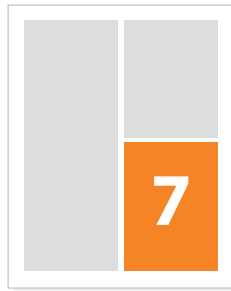
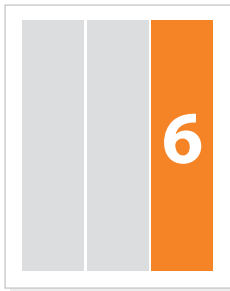
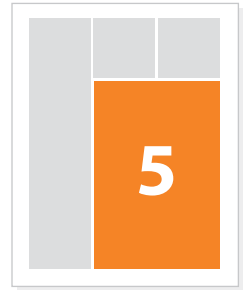
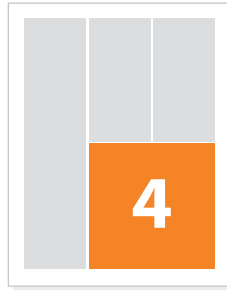
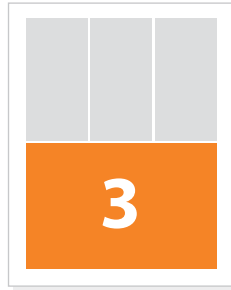
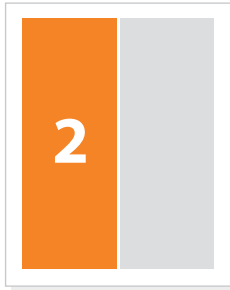
**Web site:** <http://www.chs.ca>



- 1. Full Page Ad**  
**Trim:** 8.125" x 10.75"  
**Bleed:** 0.125" all sides
- 2. 1/2 Vertical Ad**  
3.375" x 9.75"
- 3. 1/2 Horizontal Ad**  
7.125" x 4.75"

- 4. 1/3 Square Ad**  
4.675" x 4.75"
- 5. 1/2 Island Ad**  
4.675" x 7"
- 6. 1/3 Vertical Ad**  
2.25" x 9.75"

- 7. 1/4 Vertical Ad**  
3.375" x 4.75"
- 8. 1/6 Vertical Ad**  
2.25" x 4.75"
- 9. Business Card Ad**  
3.375" x 2"



## TECHNICAL REQUIREMENTS

• High resolution (Press Ready) PDFs - 300 dots per inch (dpi) or (150 line screen), in CMYK (not RGB please). Please also include printers marks and 1/8" bleed on press-ready pdf.

## SHIPPING OPTIONS

- **If by courier or mail:** Please supply file on CD accompanied by a colour proof.
- **Via Email:** You can email your ads via email as long as they do not exceed 12MB.
- **Via FTP:** We can also download your press-ready pdfs from an FTP site given the appropriate Login I.D. and Password.
- **Via yousendit.com:** If you do not have an account, you can sign up for a free one. Please remember to "zip" your file(s) before file transfer.

## ADVERTISING RATES

### CONTRACT RATES (Black & White)

	ONE X	TWO X
1. Full-page	\$1,650	\$1,370
2. Half-page Vertical	\$950	\$790
3 Half-page Horizontal	\$1,045	\$870
4. One-third-page Square	\$590	\$490
5. Half-page Island	\$975	\$810
6. One-third-page Vertical	\$550	\$455
7. Quarter-page Vertical	\$470	\$390
8. One-sixth Page Vertical	\$280	\$230
9. Business Card	\$250	\$215

### ADDITIONAL COSTS:

- COVER POSITIONS – 25% PREMIUM • GUARANTEED POSITION – 10% PREMIUM
- COLOUR SURCHARGE – \$300

### THE CLOSING DATES FOR YOUR ADVERTISING ARE:

Vibes	Editorial Material Due/Ad Closing	Ad Material Due
Spring•Summer 2013	March 4 <sup>th</sup> , 2013	March 18 <sup>th</sup> , 2013



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