

2011 advertising rates

Visions has a reach of more than 15,000 in print and thousands more online. The magazine is distributed to mental health and addictions service providers across BC plus people with lived experience and their families, libraries, MLAs and other community agencies. PDFs of back issues are archived at www.heretohelp.bc.ca

Advertising is sold in a variety of sizes for the print edition of Visions. The dimensions for all the advertising sizes are listed below. *Please Note: HST (12%) is extra.*

AD SIZE	IMPERIAL (W X H)	PRICE 1x	PRICE 2x*	PRICE 3x or 4x*
Inserts**	8" x 10.5"	\$1840	-	-
Outside back cover (full process colour)	7.5" x 8"	\$2340	\$2055	\$1950
Full inside page	7.5" x 9.3"	\$1840	\$1585	\$1490
2/3 page vertical	4.9" x 9.3"	\$980	\$865	\$790
1/2 page horizontal	7.5" x 4.5"	\$980	\$865	\$790
1/3 page skyscraper	2.3" x 9.3"	\$530	\$470	\$435
1/4 page	4.9" x 3.7"	\$480	\$420	\$395
Banner	7.5" x 2"	\$370	\$325	\$295
Business card size	2.3" x 3"	\$270	\$230	\$210

* repeat ads

Repeat ads must be booked together to receive the discounted rate for each ad

** inserts

You can include an unstapled insert/flyer for insertion into *Visions*. Inserts must be one page only and not thicker than 70lb bond paper. Double-sided, or colour are at the discretion of the advertiser. The insertion costs and dimensions are in the table above; the costs do not include printing of the flyer. The advertiser must supply 6300 copies of the insert to an address specified by *Visions Journal*, at a deadline usually between the submission deadline and the publication date. The insert is tucked in after the centrefold so as to reduce risks of falling out; they are not stapled in. Please note that *Visions* is not mailed out in an envelope.

advertising deadlines

Note: these dates may be pushed later slightly in some cases. There may also be unforeseeable delays at the mailhouse. If your ad features a fixed date such as an event, please indicate the date of your event at time of booking so we can ensure you book in an issue where it will reach the readership before your event.

2011 ISSUES	BOOKING DEADLINE	SUBMISSION DEADLINE	PUBLICATION DATE
Visions 7#1	February 15	February 28	April 1
Visions 7#2	April 15	April 30	June 1
Visions 7#3	June 15	June 30	August 15
Visions 8#1	October 15	October 31	December 15

charities discount

Registered charitable organizations are eligible for a 20% discount, before tax. The charity must be the same as the advertiser. Please provide your charitable business number at the time of booking.

colour

Outside Back Cover ads must be in process colour. All other prices above reflect black and white ads only. For one additional spot PMS colour in addition to black (that PMS colour is pre-determined by *Visions* staff), add 30% to any of the above rates. No full-colour options currently available for inside-page ads.

design and typesetting

Rates are based on submissions of camera-ready artwork or an electronic file in .TIF or .EPS format (imbed all fonts) @ 300 dots per inch (dpi), or a high-resolution PDF. No word processing files or page layout files accepted. Ad design and typesetting service is available for an additional 15% of the ad cost. (Exception: one-sided inserts would be billed for design at the rate for a full inside page).

things to keep in mind . . .

- the position of the ad within the journal is at the discretion of the publisher with the exceptions of outside back cover positions booked. We will make our best efforts to provide optimal placement for your ad.
- Visions reserves the right to refuse, cancel, or suspend any advertisement.
- the minimum charge for ad changes (when the ad has been supplied by the client) is \$15. Substantial changes will be accommodated at \$35/hour.
- payments are due within 30 days of the date indicated on the invoice. The advertiser will be invoiced after publication and will receive a free copy of the magazine.

booking or inquiries

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