

# visions

## 2022 advertising rates

Visions has a reach of more than 15,000 readers in print and more than 6,000 annual online visitors. The magazine is distributed to a wide range of mental health and substance use service providers across BC plus people with lived experience and their families, libraries, MLAs and other community agencies. Back issues are archived at [www.heretohelp.bc.ca/visions](http://www.heretohelp.bc.ca/visions).

Advertising is sold in a variety of sizes for the print edition of Visions. Ads also appear in the PDF online and in EPUB e-book versions of the magazine. The dimensions for all the advertising sizes are listed below. All prices are in Canadian dollars. *Note:* GST (5%) is extra.

AD SIZE	IMPERIAL (W X H)	PRICE 1x	PRICE 2x*	PRICE 3x or 4x*
Inserts**	8" x 10.5"	\$2000	-	-
Outside back cover	7.5" x 8"	\$2400	\$2100	\$2000
Full inside page	7.5" x 9.3"	\$1950	\$1750	\$1650
2/3 page vertical	4.9" x 9.3"	\$1050	\$950	\$850
1/2 page horizontal	7.5" x 4.5"	\$1050	\$950	\$850
1/3 page skyscraper	2.3" x 9.3"	\$600	\$550	\$500
1/4 page	4.9" x 3.7"	\$550	\$500	\$450
Banner	7.5" x 2"	\$400	\$350	\$300
Business card size	2.3" x 3"	\$280	\$250	\$230

### \* 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 6000 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.

## 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.

## 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.

2020 ISSUES	BOOKING DEADLINE	SUBMISSION DEADLINE	PUBLICATION DATE
17#3 – Workplace	December 1/2021	December 15/2021	January 30/2022
17#4 – Recovery	February 15/2022	March 1/2022	April 1/2022
18#1 – Youth	May 15/2022	June 1/2022	July 1/2022
16#2 – Trauma	September 1/2022	September 15/2022	October 15/2022
16#3 – Topic TBC: Inquire for details	December 1/2022	December 15/2022	January 30/2022

## colour

All advertising prices include full-colour.

## design and typesetting

Rates are based on submissions of high-resolution PDF, TIF or EPS files (all fonts imbedded) @ 300 dots per inch (dpi). No word processing files, JPG, GIF 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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