



BC COACHES PERSPECTIVE
a publication of the
Coaches Association of British Columbia

Advertising Rates and Specifications

BC Coaches Perspective is published quarterly for Coaches Association of BC members, sport and recreation administrators, provincial coaches, and those who share an interest in coach education.

Our Readers

The publication is read by a wide variety of individuals interested in the field of coaching at all levels of sport in BC (provincial coaches, college instructors, teachers, athletic trainers, other provincial coaching associations, and the general public). This publication is also circulated to administrators involved at all levels of sport administration, in addition to the smaller municipal centres, rural recreation offices and print media throughout BC.

Distribution

Currently 3,500 copies are published with each quarterly edition and are mailed to a targeted readership. Copies are also made available at sport conferences, conventions and NCCP course venues.

Content Layout

The publication is a 20-page, 8 1/2 X 11" communiqué typeset and printed in two colours.

Ad Booking Deadlines

January 25	SPRING (March)
April 25	SUMMER (June)
July 25	FALL (September)
October 25	WINTER (December)

The publisher reserves the right to add the word "Advertisement" or the abbreviation "Advt." to any or all advertisements, to edit or reject any advertising and to discontinue or omit an advertisement which they feel is not in keeping with the publication standards.

The publisher's liability will not exceed the charge for the advertisement in question. It is understood that the advertiser agrees to indemnify and protect the Coaches Association of British Columbia (publisher) from any claims or expenses resulting from any unauthorized use of names, trademarks and labels in connection with advertising submitted.

Advertising will be accepted on a first-come, first-served basis in the case of more than one advertiser requesting a specific page in the newsletter. Decision on location of advertising is at the discretion of the publisher.

Invoicing and Payment

Invoice will be issued on publication. Payment is due within thirty days of invoice date.

Specifications

Only camera-ready (PMT or image set) artwork will be accepted.* Color files for back page ads should be a CMYK image at 8.25" x 9" which allows for .125" of bleed on the sides and top. Finished, live area size will be 8" x 8.875".

Acceptable design files include InDesign CS, eps, Illustrator CS, a tif file at 300 dpi or a press-ready pdf file.

* Ad design service available. Call for quote

Ad Rates (Effective January, 2009) *

All ads black and white, except for back cover

<u>AD SIZE</u>	<u>WIDTH X HEIGHT (inches)</u>	<u>PRICE</u>
Full page	7 3/4 x 10 1/4	\$375
1/2 page	3 7/8 x 10 or 7 3/4 X 4 5/8	\$250
1/4 page	3 5/8 x 4 1/2	\$175
1/6 page	2 3/8 x 4 1/2	\$80
Business card	3 5/8 x 2	\$60
Full Colour Back Cover		\$600

* Yearly contracts are available

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