

# CONSERVATION MAGAZINE

The official publication of Alberta Conservation Association

## 2011 Advertising Sizes and Rates

Alberta Conservation Association (ACA) is a non-profit, registered charity, that is committed to conserve, protect and enhance habitat, fish and wildlife for all Albertans to enjoy, value and use.

*Conservation Magazine* is published twice a year with a free distribution across Alberta to over 40,000 subscribers, supporters and stakeholders.

### Spring/Summer 2011

Advertising Closing Deadline

February 11

Ad Material Deadline

March 7

### Fall/Winter 2011

Advertising Closing Deadline

June 6

Ad Material Deadline

June 27

*Book any ad size for both issues in 2011 and receive a 10% discount on the 2nd issue ad rate.*

### Rates per Issue(s)

	1X	2X
Inside Cover (front or back)	3100.00	5580.00
Full Page	2500.00	4500.00
1/2 Page Horizontal or Vertical	1550.00	2790.00
1/3 Page	1025.00	1845.00
1/4 Page	675.00	1215.00
1/8 Page	435.00	783.00
1/12 Page	300.00	540.00

### Submission of Digital Advertising Material

**ALL** Digital files must be supplied strictly as a 300dpi CMYK PDF, sheet fed press optimized with fonts embedded or converted to paths.

**NO** other file formats will be accepted. Word Docs will not be accepted.

Ad material must conform to mechanical and size restrictions. Publisher is not responsible for printed quality of advertising if submission does not follow digital guidelines.

*All advertising copy is subject to approval of the Publisher.*

### For advertising sales please contact:

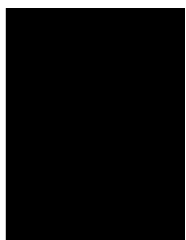
Ken Kranrod: ken.kranrod@ab-conservation.com

Cindi Webster: cindi.webster@ab-conservation.com

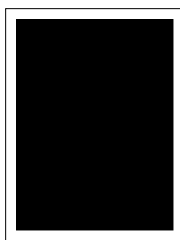
### Submission of ad material to:

Don Myhre: don.myhre@ab-conservation.com

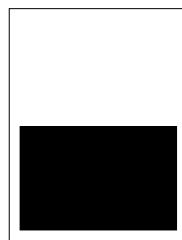
Guide Page Bleed Size: 8.75" x 11.25" - Trim Size: 8.25" x 10.75" (.25" bleed)



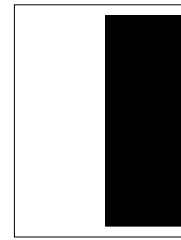
Full Page  
8.25" x 10.75"



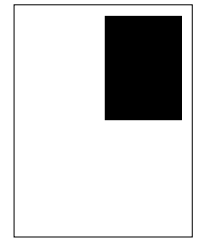
Full Page Island  
7.25" x 9.75"



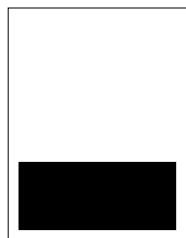
1/2 Page Horiz  
7.25" x 4.75"



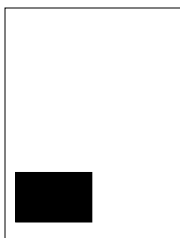
1/2 Page Vert  
3.53" x 9.75"



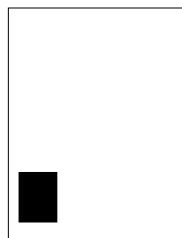
1/4 Page  
3.53" x 4.75"



1/3 Page  
7.25" x 3.12"



1/8 Page  
3.53" x 2.3"



1/12 Page  
1.67" x 2.3"