

spinal columns

AFTER THREE DECADES OF EXCELLENCE, SPINAL COLUMNS ALSO MOVES ONLINE

Spinal Columns is the magazine of Spinal Cord Injury Alberta (formerly the Canadian Paraplegic Association Alberta). Published since 1983, it is the only Alberta-based publication by and for people with spinal cord injuries and other mobility impairments, and their families. For more than 25 years, our readers have relied on *Spinal Columns* for information and inspiration that simply can't be found anywhere else. AND NOW, this information can also be found online at www.sci-ab.ca/publications.

UNIQUE, VISIONARY CONTENT

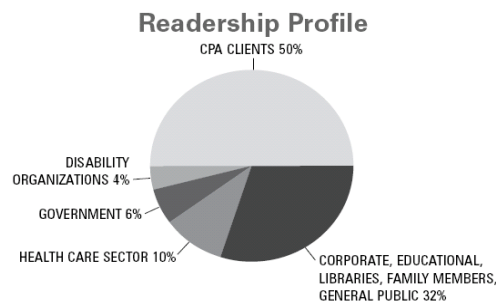
Life with spinal cord injury comes with many challenges. Albertans with spinal cord injuries can regain independence and make important contributions to their communities and families, but they often need help finding solutions for problems related to health, accessibility, mobility, advocacy, sexuality, and careers. With features and regular columns in these areas and more, written by staff, members and professional writers, *Spinal Columns* is the definitive news and information source for all Albertans who use a wheelchair or other mobility device.

THE OPPORTUNITY FOR ADVERTISERS

If your company or organization needs to reach Albertans with spinal cord injuries and other mobility impairments, there's simply no better medium than *Spinal Columns*. Published two times per year, and now, an online circulation that is instantly accessible with unlimited reach, *Spinal Columns* can reach your target audience effectively and economically. When it comes to spreading the word about your disability-related products and services, we are confident no other medium can deliver better results for your advertising dollar.

FOR MORE INFORMATION

Spinal Columns Magazine
Spinal Cord Injury Alberta
305 Hys Centre, 11010 101 Street
Edmonton AB T5H 4B9
Phone: (780) 424-6312 Fax: (780) 424-6313
publications@sci-ab.ca



Ad Data, Rates, Sizes, & Specifications **Spinal Columns**

GENERAL INFORMATION

Online publication

Ad Submission

Electronic and digital files only. A high resolution pdf is preferred.

Pricing refer to below.

Ad production/alteration will result in extra charges.

IMPORTANT DATES

Issue	Material Deadline	Publication
Spring/Summer	April 15	June 30
Fall/Winter	November 15	January 31

AD RATES

Black and White

Single Issue	Two Issues (per issue)	
1/8 page	\$110	\$100
1/4 page	\$195	\$180
1/2 page	\$355	\$325
Full page	\$645	\$590

Colour

Single Issue	Two Issues (per issue)	
1/8 page	\$135	\$115
1/4 page	\$235	\$215
1/2 page	\$430	\$395
Full page	\$775	\$710
Inside front cover ..	\$970	\$885
Inside back cover ..	\$930	\$850
Back cover	\$1085	\$990

GST extra on the above rates.

AD SIZES

Full Page Bleed 8-1/2 x 11"

Full Page Trim 8-1/4 x 10-3/4"

Full Page Live 7-3/4 X 10-1/4"

1/2 Page Vertical 3-5/8 x 9-3/4"

1/2 Page Horizontal 7-1/2 x 4-5/8"

1/4 Page Vertical 3-5/8 x 4-5/8"

1/4 Page Horizontal 7-1/2 x 2-1/4"

1/8 Page 3-5/8 x 2"

DIGITAL FILE SPECIFICATIONS

Advertisements are accepted in digital (electronic) format only. Generally, we accept files created using Mac or PC design software, including Adobe Indesign, Adobe Illustrator, Adobe Photoshop and QuarkXPress. We do not accept Word or Corel files. File types accepted include EPS (fonts converted to outlines), TIF or JPG (CMYK; 300 pixels per inch) and PDF (distilled as press ready and saved with all fonts embedded). Layered files must be flattened. All images must be 300 pixels per inch and CMYK. Do not supply trapped files.

Fonts: All required printer and screen fonts must be supplied in cases where they cannot be converted to outlines or embedded in digital files. We recommend using Type 1 fonts only.

SENDING YOUR DIGITAL FILES

All digital files and advertising materials should be properly packaged and zipped. Files can be submitted by e-mail or saved to USB and couriered to the Spinal Cord Injury office.

publications@cpa-ab.org

Spinal Columns Magazine

Spinal Cord Injury (Alberta)

305 - 11010 101 Street

Edmonton AB T5H 4B9

Phone: 780-424-6312 Fax: 780-424-6313

OTHER ADVERTISING OPPORTUNITIES

In addition to *Spinal Columns*, we offer advertising opportunities on our *website* (www.sci-ab.ca) and our monthly electronic newsletter, *Wheel-E*.

Website:

Website Advertisers - One Year\$600.00 + GST
(Logo placement on Website Advertisers page - with up to 25 word description regarding advertiser)

Website Advertisers - Quarterly\$200.00 + GST

Wheel-E:

Wheel-E Ad - Year\$350.00 + GST

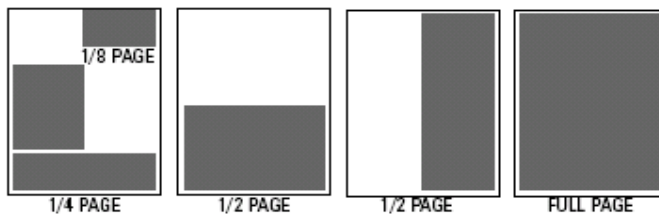
Wheel-E Ad - Month.....\$35.00 + GST

ADVERTISING INQUIRIES

Spinal Cord Injury Alberta

Phone: 780-424-6312 Fax: 780-424-6313

publications@sci-ab.ca



Spinal Columns Magazine
Spinal Cord Injury Alberta
305 Hys Centre, 11010 101 Street
Edmonton AB T5H 4B9
Phone: (780) 424-6312 Fax: (780) 424-6313
publications@sci-ab.ca

