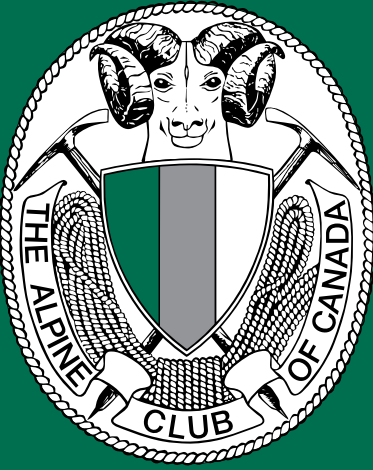


The Alpine Club of Canada

Advertising Rate Card



Gazette

Effective: January 2012

Editorial Profile

The Alpine Club is Canada's national mountain organisation and our full colour Gazette magazine has an extensive audience across our country, throughout the U.S. and overseas. Together with notices, information and reports on special events, subjects of interest and programs offered, the Gazette provides an up-to-date resource for club members and others interested in mountaineering and climbing. Material is carefully selected to represent the wide range of interests and concerns of our membership and the mountaineering community.

Frequency and Circulation

The Gazette is published three times per year; early March, July and November. Circulation is to over 9,200 members and associate organisations.



ACC Membership Demographics

The Gazette offers the advertiser a unique opportunity to reach a tightly focused demographic group of active consumers with proven spending patterns. We have compiled the following demographic profile of The Alpine Club of Canada to assist in determining your advertising requirements.

Total Membership 9,200

Females 33%
Males 67%

Age Groupings

<18 3% 35-44 . . . 29%
18-24 11% 45-64 . . . 28%
25-34 24% 65 + 5%

Membership Regions

British Columbia 20%
Alberta 32%
Saskatchewan 3%
Manitoba 5%
Ontario 20%
Quebec 10%
USA / International . . 10%

Payment

Credit card information is required when booking your advertising space. Your credit card will be charged upon publication of each newsletter. Corporate Members may choose to be invoiced upon publication of each newsletter; terms are Net 30 days. No cancellations will be accepted after submission deadlines.

Ad Rates

	Cost Per Issue*		
	1X	2X	3X
Back Cover	\$1575	\$1315	\$1095
Front Inside Cover	\$1435	\$1195	\$995
Back Inside Cover	\$1285	\$1075	\$895
Full page	\$1145	\$965	\$795
Two page spread	\$1845	\$1535	\$1295
2/3 page	\$850	\$725	\$595
1/2 page	\$695	\$590	\$495
1/3 page	\$495	\$415	\$350
1/4 page banner	\$360	\$295	\$250
1/6 page	\$260	\$220	\$185
1/12 page	\$155	\$130	\$110

Classified Ad: \$25 plus \$1 per word.

*Canadian advertisers: add GST, PST or HST to rates shown.

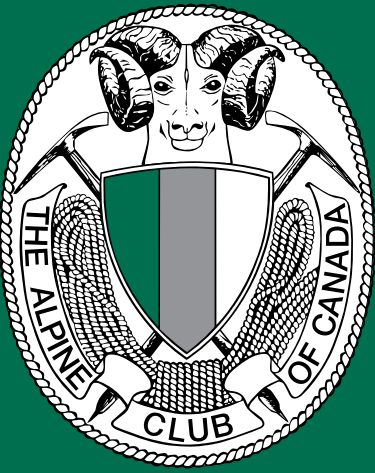
Inquiries

All advertising space availability inquiries should be directed to:

Suzan Chamney,
Publications Manager
The Alpine Club of Canada
P.O. Box 8040
Canmore, AB T1W 2T8
ads@alpineclubofcanada.ca

The Alpine Club of Canada

Ad Specifications Sheet



Gazette

Effective: January 2012

Graphic Specifications

- All advertising must be submitted as “camera-ready” digital format artwork.
- Ads must be prepared using CMYK values only.
- Advertising art should be prepared as placeable .eps .tif or .jpg files or as PDF/X-1a files.
- Images should be a minimum of 300 dpi at finished size and converted to CMYK.
- Fonts should be converted to outlines or curves in .eps format and embedded in PDFs.
- Name your file with your company name or product.
- Ad files may be submitted either on a CD, by e-mail (5 MB or less) to ads@AlpineClubofCanada.ca, or via our FTP site - please request FTP details if required.
- The Alpine Club of Canada will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here.

Artwork submission deadlines

- February 1st for the Spring (March) issue
- June 1st for the Summer (July) issue
- October 1st for the Winter (November) issue

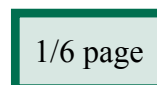
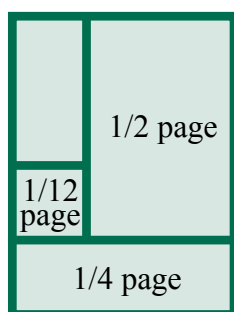
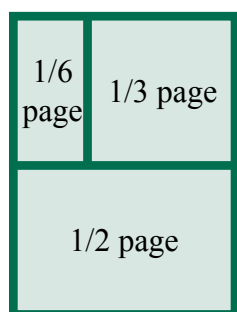
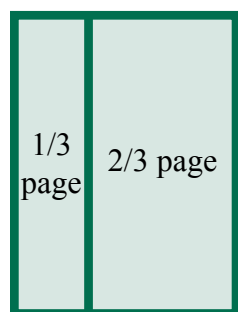
Creative Services

Rates for professional ad design and production are available by request.

Ad Sizes

	<u>Width</u>		<u>Height</u>	
Back Cover*	8.38"	x	10.88"	(final trim size)
Front / Back Inside Cover*	8.38"	x	10.88"	(final trim size)
Full page*	8.38"	x	10.88"	(final trim size)
2/3 page vertical	4.92"	x	9.93"	
1/2 page vertical	4.92"	x	7.32"	
1/2 page horizontal	7.5"	x	4.88"	
1/3 page vertical	2.33"	x	9.93"	
1/3 page horizontal	4.92"	x	4.88"	
1/4 page banner	7.5"	x	2.44"	
1/6 page vertical	2.33"	x	4.88"	
1/6 page horizontal	4.92"	x	2.44"	
1/12 page square	2.33"	x	2.44"	

***Full bleed ads (full pages only):** Please add 0.125" bleed all the way around full page artwork and keep live images and type a minimum of 0.125" inside the final trim size. Please email for clarification if required.



Inquiries

All advertising technical inquiries and artwork submissions should be directed to:

Suzan Chamney,
Publications Manager
 The Alpine Club of Canada
 P.O. Box 8040
 Canmore, AB T1W 2T8
ads@alpineclubofcanada.ca

