

PATRONS

of the 2012

Canadian Alpine Journal

The Canadian Alpine Journal (CAJ) has been the flagship of the Club, providing a record of the Canadian mountain ethos and mindset for a century. The CAJ features articles and photographs describing Canadian climbing achievements from coast-to-coast and abroad, as well as issues of interest to alpinists everywhere. The information in the Journal is current and reflective of the broadest standards of style and difficulty. The CAJ also includes articles that reflect the ways that Canadians approach mountain culture, history, sport and science.

In 2008, The Alpine Club of Canada announced the appointment of Sean Isaac as Editor of the Canadian Alpine Journal. Known for his accomplishments in the climbing world and his passion for new climbing routes, Sean has brought enthusiasm and contemporary ideas to the Canadian Alpine Journal.

Partner with the Alpine Club of Canada in supporting this wonderful publication and become a Patron of the Canadian Alpine Journal.

The Alpine Club gratefully recognises your contribution through these five levels of patronage with the following benefits:

Benefactor

Patron contribution \$3,000

- ◆ recognition on the first page of the CAJ (your company logo and website address)
- ◆ full colour inside front cover available for your ad or message
- ◆ recognition on the ACC website's CAJ Patrons' page with link to your website
- ◆ ten complimentary copies of the publication

Donor

Patron contribution \$2,500

- ◆ recognition on the first page of the CAJ (your company logo and website address)
- ◆ full colour inside back cover available for your ad or message
- ◆ eight complimentary copies of the publication

Partners

Patron contribution \$1,500

- ◆ recognition on the first page of the CAJ (your company name and website address)
- ◆ black & white page facing the Index page or facing the back inside cover available for your ad or message
- ◆ six complimentary copies of the publication

Supporters

Patron contribution \$1,000

- ◆ recognition on the first page of the CAJ (your company name and website address)
- ◆ one black & white inside page available for your ad or message
- ◆ four complimentary copies of the publication

Friends

Patron contribution \$500

- ◆ recognition on the first page of the CAJ (your name)
- ◆ two complimentary copies of the publication

For more information, or to become a Patron, contact:

Suzan Chamney
Publications Manager
The Alpine Club of Canada
P. O. Box 8040, Canmore, Alberta, T1W 2T8
email: schamney@alpineclubofcanada.ca



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Advertising Specifications

Graphic Specifications

- ◆ The Canadian Alpine Journal layout uses Adobe InDesign CS5 (Windows) and requires "camera-ready" digital format artwork.
- ◆ Final trim size is 8.125" x 10.875". Please keep all pertinent information at least .125" inside the final trim size.
- ◆ All ads are full bleed. Please add a 0.125" bleed to the top and bottom of your artwork and 0.25" bleed to both the left and right sides of your artwork, which will allow the ad to disappear under the binding.
- ◆ Advertising art should be prepared as PDF/X-1a files created using Acrobat 6 or higher, or as placeable .eps .tif or .jpg files with a resolution of 300 dpi at finished size.
- ◆ Fonts should be embedded in PDFs and converted to outlines or curves in .eps format.
- ◆ Front and back inside cover ads must be prepared using CMYK values only.
- ◆ Inside ads are greyscale only.

Advertising style:

The CAJ is a classic, time-honoured publication that adorns bookshelves and libraries for decades—even centuries. Therefore, it is critical that Patrons' advertisements be clean and timeless. They need to have a mountain focus with minimal commercialization in order to mesh with the CAJ's ethos. We encourage strong imagery with very little text. The editor is available to help your messaging so that both the CAJ and your brand remain identifiable for years to come.

Artwork may be submitted either:

- ◆ Via e-mail (10 MB or less) to: ads@AlpineClubofCanada.ca.
- ◆ FTP transfer site, contact ads@AlpineClubofCanada.ca for details.
- ◆ On a CD to the address below.

Artwork submission deadline: May 10, 2012

Placing an Insertion Order for ad space:

- ◆ Please print and complete the attached Insertion Order form and return.
- ◆ Returning advertisers will be given priority to have the same as space as in the previous year.

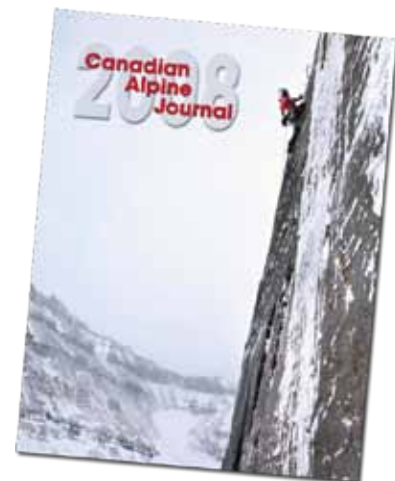
Deadline to rebook the same space is:

March 15, 2012.

- ◆ Starting in April un-booked ad space will be available on a first come first served basis.
- ◆ Deadline to submit an ad Insertion Order for the 2012 CAJ is: April 30, 2012.

For more information, contact:

Suzan Chamney
Publications Manager
The Alpine Club of Canada
P. O. Box 8040, Canmore, Alberta, T1W 2T8
email: schamney@alpineclubofcanada.ca



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Canadian Alpine Journal Insertion Order

Company: _____

Contact Name: _____

Email: _____

Address: _____

City: _____ Prov/State: _____

Postal/Zip Code: _____ Phone: _____

Patronage:

Level	Amount	Ad location
<input type="checkbox"/> Benefactor:	\$3000	Front Inside Cover
<input type="checkbox"/> Donor:	\$2500	Back Inside Cover
<input type="checkbox"/> Partner:	\$1500	Full page inside <input type="checkbox"/> facing the Index page or <input type="checkbox"/> facing the back inside cover
<input type="checkbox"/> Supporters:	\$1000	Full page inside

Please note: Canadian advertisers add applicable taxes (GST, PST or HST).

All ads must be submitted according to the mechanical requirements detailed on the Specifications Sheet.

Payment:

Credit card information is required with this Insertion Order. Your credit card will be charged upon publication of each newsletter you have contracted to advertise in. No cancellations will be accepted after submission deadlines. Corporate Members may choose to be invoiced; terms are Net 30 days.

- Bill my credit card: **OR** Cheque Enclosed **OR** Please invoice me*
 MasterCard *Corporate Members only
 VISA

Name on credit card: _____

Credit card # _____ exp. date: ___/___/___

I have read and accept the above terms.

Advertiser's signature:

Date: _____

Please send this contract to:

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

Or fax to:

(403) 678-3224

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