

2012 ON CO-OP IYC MAGAZINE

Advertising Rates and Specs



2012 International Year of Co-operatives

The deadline for submitting an ad is
Tuesday, October 30th, 2012.

Rates:

Size	Voting Members*	Supporters*, Friends* & Gala Sponsors	Non-Members
Full page	\$1,700	\$1,800	\$2,000
1/2 page	\$1,020	\$1,080	\$1,200
1/4 page	\$510	\$540	\$600

Premium locations (i.e., inside front/back cover or back cover are also available).

*Discounts are as shown for On Co-op members. Most anglophone credit unions and co-operatives in Ontario are either direct dues-paying members of On Co-op, or indirect members by being part of a federation that is a member of On Co-op.

Dimensions...

Full page: 8.125 x 10.875" + 1/8" bleed

1/2 page horizontal: 7 x 4.75" - no bleed

1/2 page vertical: 8.125 x 5.5" + 1/8" bleed

1/4 page: 7 x 2.25" horizontal or 4.5 x 3.5" vertical



Ad Specifications...

FILE FORMAT:

- All file names should include your organization's name and ad size (i.e. not just "On Co-op ad")
- PDF (any platform) – High resolution (400 dpi), high quality compression "press" setting with fonts embedded
- Adobe InDesign CS5 (Mac) – Fonts and linked pictures supplied
- Adobe Illustrator CS4 (AI or EPS – any platform) – Fonts converted to outlines, all bitmaps embedded
- TIF* (any platform) – High resolution (400 dpi)
- JPEG* (any platform) – Best quality (10 or higher)

**Note: black text will look a little blurry when printed from TIFF or JPG files, so these formats are not ideal. If there is no black text, these formats will work fine.*

IMAGE RESOLUTION & COLOUR:

- For optimal printing, all images should be 400 dpi (dots per inch) at 100 percent. 300 dpi is acceptable. Logos

print best from EPS vector format (Adobe Illustrator).

- All images should be saved as CMYK not RGB. When converting to CMYK from RGB in Photoshop, please use the "U.S. Sheetfed Coated v2" setting (see "Edit > Color Settings").

Circulation and Additional Information...

- Articles support the magazine's theme of *Ontario's Co-operatives: Building Better Communities in 2012 and Beyond*.
- Expected launch date is at the November 30th, 2012 On Co-op IYC Gala celebration.
- A minimum of 2,000 full-colour copies are to be printed in English.
- Copies will be mailed to 1,300 co-operatives, credit unions and caisses populaires in Ontario. Additional copies will be distributed at On Co-op events, conferences, workshops, government meetings and other gatherings throughout the year. An electronic version will be available for download on the On Co-op website. Additional copies may be ordered.



To book your IYC Magazine advertising space, please contact Audrey Aczel at 1.888.745.5521 x24, aaczal@ontario.coop, or Alex Shave at x. 27, ashave@ontario.coop.