

SITELINES MAGAZINE – 2017 ADVERTISING RATES

Over 600 copies of SITELINES is distributed to BCSLA Members and Associates in the private and public sector, landscape suppliers, educators, and other professional associations across Canada. This year, SITELINES will be circulated in February, April, June, August, October, and November. A full colour version is available at www.sitelines.org which provides SITELINES readers instant access to our Affiliate's products and services.

Pricing and Specifications

Affiliates of the BC Society of Landscape Architects receive 10% savings off the base rates. For more information on other benefits that BCSLA Affiliates enjoy, visit www.bcsla.org/licensure/membership-applications or contact the BCSLA office.

	Ad Size Measure	Rate Per Issue*	BCSLA Affiliate Rate Per Issue*
Black & White			
Business Card	2.35" x 4.875"	\$134.00	\$121.00
¼ Page	3.75" x 4.875"	\$169.00	\$152.00
½ Page	7.5" x 4.875"	\$278.00	\$250.00
Full Page	7.5" x 10"	\$470.00	\$423.00
Insert		\$610.00	\$549.00
Full Colour			
¼ Page	3.75" x 4.875"	\$227.00	\$204.00
½ Page	7.5" x 4.875"	\$348.00	\$313.00
Full Page (Inside Back Cover)	7.5" x 10"	\$517.00	\$465.00
Full Page (Inside Front Cover)	7.5" x 10"	\$521.00	\$469.00
Back Page	8.5" x 11"***	\$626.00	\$563.00

*add 5% GST

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**Artwork must include a 0.125" bleed all around. Final Artwork Size (including bleed): 8.875" x 11.25",
Cropped size: 8.5"x11" and Text Safe Zone: 8" x 10.5" – Please ensure that there is no pertinent content outside the safe zone.

Please submit your advertisement in 300 dpi as a hi-res pdf (PDF/X:1-a:2001). *Due to their unpredictability, ads containing transparencies or gradients should be submitted as a hi-res (300 dpi) jpg.*

Advertising Deadlines

The advertising deadline is the middle of the month prior to publishing (i.e. January 15 for the February issue). There is an early deadline of October 15 for the November issue. Advertisers may submit a new ad for each issue.

Contact

Please contact Tara Culham or Stephanie Nguyen at:

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