

2017-18 Advertising Rate Card

ADVERTISING RATES

Size of Ad	B/W	Spot Color	4 Color
Back Cover	N/A	N/A	2500
Inside Front	N/A	N/A	2200
Full Page	N/A	1350	1600
2/3 Page	1000	1200	1400
1/2 Page	850	1000	1200
1/3 Page	650	800	1000
1/4 Page	475	600	775
1/2 Column	350	450	600
1/3 Column	275	350	400

We also have brochure inserts available.
Please inquire for rates.

AD SIZES

	Width	Depth
Full Page	7 1/2"	10"
2/3 Page Horizontal	7 1/2"	6 1/2"
2/3 Page Vertical	4 3/4"	10"
1/2 Page Horizontal	7 1/2"	4 7/8"
1/2 Page Vertical	3 5/8"	10"
1/3 Page Horizontal	7 1/2"	3 1/4"
1/3 Page Square	4 3/4"	4 7/8"
1/3 Page Vertical	2 1/2"	10"
1/4 Page	3 5/8"	4 7/8"
1/2 Column	2 1/2"	4 7/8"
1/3 Column	2 1/2"	3 1/4"

FULL PAGE
See Rate Chart
(Prices indicated within these blocks are based on regular, Black & White rate)

2/3 VERT \$1000

1/3 VERT \$650

1/3 HOR \$650

2/3 HOR \$1000



Cross Country BC

1/2 PAGE VERT \$850

1/4 PAGE \$475

1/3 PAGE SQ \$650

1/2 COL \$350

1/4 PAGE \$475

1/2 PAGE HOR \$850

MECHANICAL SPECIFICATIONS AND TERMS

Rates are based on materials supplied as follows:

- Accepted formats:
 - Hi-resolution PDF (preferred)
 - EPS
 - Illustrator CS5 or lower files (PC version)
 - InDesign CS5 files (PC version, include all fonts and linked graphic files)
- Do NOT submit files in JPG format
- CMYK (not RGB)
- Minimum 300 dpi

Bleeds: 1/8" Trim Page: 8 1/2" x 11"
Type Page: 1/2" from outside trim

Terms:

- 30 days upon receipt of invoice
- CCBC reserves the right to refuse any advertisement deemed unsuitable.
- Positioning of advertisements is at the discretion of CCBC.
- Cancellations are NOT acceptable after the space close date.

**DEADLINE FOR ALL AD SUBMISSIONS:
30th April 2017**

To contact Dennis Wu at Cross Country BC: (250) 545-9600 Email: office@crosscountrybc.ca