

## 2016-17 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

### 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 2016**

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