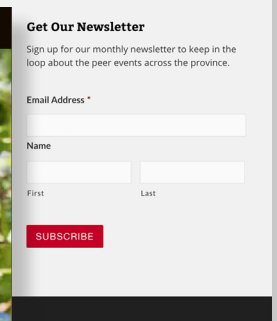


# SCI BC media that matters

British Columbia's  
leading print and online  
community for people  
living with spinal cord  
injuries and related  
physical disabilities.



Spinal Cord Injury BC

2017  
MEDIA KIT

## TRUSTED & AUTHORITATIVE

We're British Columbia's number one source of information and community networking for people living with spinal cord injuries and related physical disabilities.

Since 1957, Spinal Cord Injury BC has been dedicated to helping people with a spinal cord injury (SCI) and their families adjust, adapt and thrive as they navigate a new injury or deal with the ongoing challenges of living and aging with a physical disability.

Through our programs and print and digital media, we provide answers, social connections, educational opportunities and unique life experiences for people living with spinal cord injury throughout British Columbia. We're the go-to resource for BC's spinal cord injury community—and a unique and valuable platform for the organizations and companies who support it.



### ***The Spin* magazine: Informative & Connected**

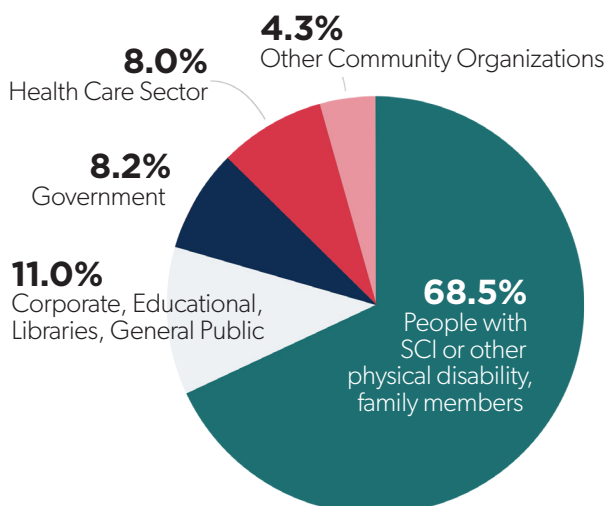
SCI BC's quarterly magazine, *The Spin*, delivers relevant and engaging content that informs and inspires the SCI community in British Columbia and abroad, connecting our readers to the issues that matter to them most.

From breaking research, the latest technology and innovations, and new legislation, to peer profiles, travel stories, and lifestyle tips, our readers look to *The Spin* for a nuanced and authoritative take on developments and perspectives in the world of spinal cord injury.

## READERSHIP

With an average print circulation of 4,000, each edition of *The Spin* is read by an estimated 16,000+ people across the province.

The quarterly magazine is a valuable resource to the broader SCI community, including health professionals, community service providers, researchers, corporate service providers, and people with related disabilities.



### **SPIN ADVERTISING RATES**

Ad Size	Single Issue	Four Issues
Cover	\$1,050	\$3,400
Full page	\$850	\$2,700
Half Page	\$500	\$1,600

Our readers live throughout British Columbia and beyond. More than half are located in the Greater Vancouver area, with the remainder residing across Vancouver Island, Northern BC, the Okanagan, the Kootenays, and more!

In addition to the households of SCI BC members throughout the province, *The Spin* can be found in libraries, home support agencies, rehabilitation centres, child development centres, and the offices of Provincial Health Authorities, government, community organizations, occupational therapists, physiotherapists and doctors.

# SCI BC DIGITAL MEDIA that matters

## ENGAGED DIGITAL AUDIENCE



\*Numbers shown reflect SCI BC's most recent fiscal year.

Amplify your *Spin* advertising reach by combining it with online display ads and sponsored content across SCI BC's websites and social platforms.

## SCI BC WEBSITES

### SCI BC Blog

SCI guides, tips and tales from those in the know  
[sci-bc.ca/stories/blog](http://sci-bc.ca/stories/blog)

Well-loved and widely-read, SCI BC's online blog keeps our readers up-to-date with topical tips, guides and stories from guest contributors within our peer network and from the global spinal cord injury community.

Inform our readers about your new products, innovations, services, and accessibility initiatives through engaging sponsored content, strengthen your SEO and track engagement levels.

### Housing Board [accessiblehousingbc.ca](http://accessiblehousingbc.ca)

Housing listing service helping people with SCI rent, buy or sell housing with accessible features in British Columbia.

### Swap 'n' Shop [sci-bc-swapnshop.ca](http://sci-bc-swapnshop.ca)

Forum for buying, selling or trading adaptive equipment, wheelchairs, lift-equipped vehicles and related items.

## SOCIAL MEDIA

Our engaged (and engaging!) social media followers actively look out for our regular updates and event photos on Facebook, Twitter, and Instagram. Start a conversation, extend your blog reach, or promote your product or service to your very specific target audience.

f SpinalCordInjuryBC | SCI\_BC | sci\_bc



## The Spin : Digital Edition

Available online at [www.sci-bc.ca](http://www.sci-bc.ca), the digital edition of *The Spin* is accessible to audiences in BC and beyond, extending your reach around the country and the world. **All advertisement links are embedded to direct traffic straight to your website.**

## MONTHLY NEWSLETTER

With a focus on upcoming events, supporter news, local research, and what's new online, our monthly peer newsletter delivers your sales message straight to SCI BC member inboxes around the province.

## DIGITAL ADVERTISING RATES

Digital Piece	Rate
Website display ad (340px wide x 240px tall)	\$400
SCI BC Blog (sponsored post)	\$500
Cross-platform social post	\$200
Peer Newsletter banner ad	\$300
Blog + Social package	starting from \$600
Spin + Digital package	starting from \$1000

\*SCI BC can work with you to develop custom advertising packages and campaigns tailored to reach your specific target audience. Talk to us today!

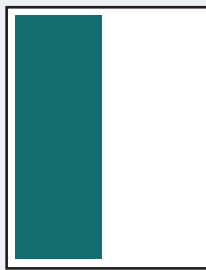
## PRODUCTION DETAILS

*The Spin* is printed on an offset press with a linescreen of 175 lines per inch. Our paper stock is a high quality 80lb matte coated, which is saddle stitched after printing.

All ad sizes in inches. Full page trim: 8.25 x 11.



**Full Page**  
Bleed: 8.5 x 11.25  
No bleed: 7.75 x 10



**1/2 Page Vertical**  
3.5 x 9.75



**1/2 Page Horizontal**  
7.25 x 4.75

## DIGITAL FILE SPECIFICATIONS

Ads are accepted in digital (electronic) format only, and must adhere to size specifications. We accept files created in Adobe Illustrator, Adobe InDesign and Adobe Photoshop (Mac or PC).

We recommend using PDF files for your final output, distilled as press ready with all images (300 dpi) and fonts embedded. Other file types accepted include EPS (fonts converted to outlines), and TIF or JPG (CMYK; 300 dpi). All layers should be removed/flattened.

All digital files should be accompanied by a colour match proof. We accept no responsibility for content or colour accuracy where no proof has been supplied.

Digital files less than 10 MB can be emailed to [msmith@sci-bc.ca](mailto:msmith@sci-bc.ca). Please ensure that all digital files transferred electronically are zipped. Digital files and advertising materials can also be transferred via a file transfer website.

## OTHER DETAILS

**Pricing:** Rates quoted do not include tax and are for space only. Ad production/alteration will result in extra charges.

**Creative Services:** SCI BC can supply creative services, including writing and design, at an additional cost.

**Release:** All ads are subject to review and approval by SCI BC. It is the advertiser's sole responsibility to obtain permission for use of all photographs, art and logos used in their ads. Any costs incurred for copyright infringement will be directed to the client.

**Guaranteed Position:** Guaranteed positioning for *The Spin* (other than cover placements) is done by request only and is subject to availability and confirmation.

**Payment:** All accounts are payable on publication date. The advertiser agrees to pay interest of 2% per month on overdue accounts.

**Discount Rates:** Advertisers not meeting the obligations of their discount rate (eg, advertising in three *Spin* issues after committing to four at a discounted rate) will be invoiced the difference of the discount rate and the earned rate.

**Agencies:** All rates published here are net. Please add applicable taxes.

**Cancellations:** Advertisements cancelled after booking deadline will be invoiced at the full rate. Cancellations must be confirmed in writing.

**Rate Adjustments:** SCI BC reserves the right to adjust ad rates with 30 days notice.

**Spinal Cord Injury BC thanks you and your company for your ongoing support of British Columbia's spinal cord injury community.**

## IMPORTANT DATES

### Spring 2017 Issue

Booking Deadline	February 10
Material Deadline	February 21
Appearance Date	March 21

### Summer 2017 Issue

Booking Deadline	May 7
Material Deadline	May 21
Appearance Date	June 21

### Fall 2017 Issue

Booking Deadline	August 7
Material Deadline	August 21
Appearance Date	September 21

### Winter 2017 Issue

Booking Deadline	November 7
Material Deadline	November 21
Appearance Date	December 21

## FOR MORE INFORMATION

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[www.sci-bc.ca](http://www.sci-bc.ca)