

# Spinal Cord Injury BC

## 2021 MEDIA KIT

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



Media that matters.

IN PRINT | ONLINE | OUT OF THE ORDINARY



## WHO ARE WE?

Spinal Cord Injury BC (SCI BC) is British Columbia's number one source of information and community for people living with spinal cord injuries and related physical disabilities.

### Trusted & Authorative

Since 1957, Spinal Cord Injury BC has helped people with 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.

### Connected & Relevant

Through our print and digital media, we provide answers, social connections and information for British Columbians living with a spinal cord injury. We're the go-to resource for BC's SCI community—and a unique and valuable platform for the organizations and companies who support us.

### Responsive & Adaptive

Our community is always engaged with our content. Whether it's via social media, our website, or *The Spin* magazine, their valued participation means we react quickly, respond authentically and adapt our approach to reach our audience effectively.



### How do we reach our audience?

 **The Spin**

 **Website**

 **Blog**

 **Social media**

 **Newsletters**

# 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.

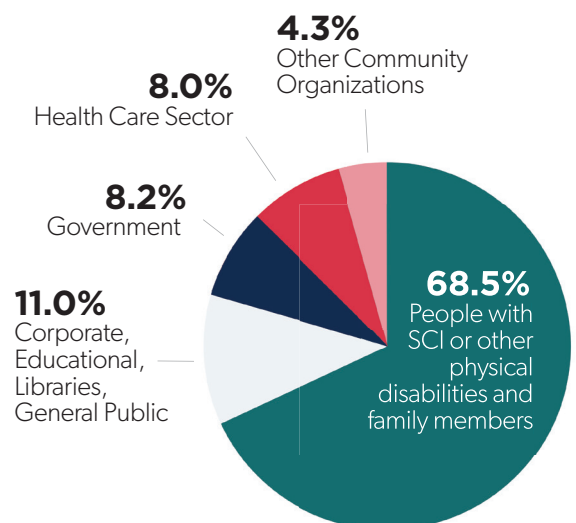
From new research and the latest technology, to unique profiles, travel stories, and lifestyle tips, our readers look to *The Spin* for a nuanced and authoritative take on developments and perspectives in the world of SCI.

## Readership

With an average print circulation of 4,000, each edition of *The Spin* is read by an estimated 16,600 people across the province and over 3,000 additional readers online.

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

In addition to SCI BC households, *The Spin* can be found in libraries, home support agencies, rehabilitation centres, child development centres, and the offices of Provincial Health Authorities, community organizations and medical professionals.



## SPIN ADVERTISING RATES\*

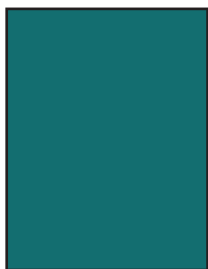
Ad Size	Single Issue	Four Issues
Cover	\$1,050	20% discount
Full page	\$850	when booking
Half Page	\$500	four issues at once!

\*SCI BC members and non-profits receive 15% off advertising rates.

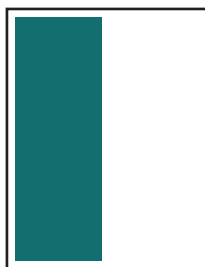
## PRODUCTION DETAILS

*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.

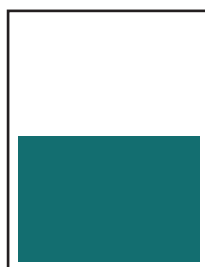
All ad sizes in inches. Full page trim: 8.25 x 11.



**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



# OUR DIGITAL INFLUENCE

## SCI BC Online

### SCI BC website [sci-bc.ca](https://sci-bc.ca)

Our website is the ultimate hub for the SCI and disability community. It houses resources, event information, an online marketplace and much much more.

### SCI BC Blog [sci-bc.ca/stories/blog](https://sci-bc.ca/stories/blog)

SCI BC's blog is always up-to-date with stories and news. It's the perfect place to inform readers about your products and services through engaging sponsored content. Strengthen your SEO and track engagement.

### The Spin : Digital Edition [sci-bc.ca/thespinn](https://sci-bc.ca/thespinn)

The digital edition of *The Spin* is accessible to audiences around the world. It is available as a downloadable PDF and all back issues are posted on our website.

## DIGITAL ADVERTISING RATES\*

Digital Piece	Rate
Website display ad	\$450
SCI BC blog (sponsored post)	\$600
Cross-platform social post	\$200
Newsletter ad	\$250

\*SCI BC members and non-profits receive 15% off advertising rates.

## Social Media

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



SCI\_BC

**4,775+**  
Twitter  
followers



SpinalCord  
InjuryBC

**3,940+**  
Facebook  
followers



sci\_bc

**1,400+**  
Instagram  
followers



sci-bc.ca

**1,700+**  
Email newsletter  
subscribers

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

## SCI BC Newsletter

With a focus on events, disability news, local research and online content, our monthly newsletter delivers your message straight to the inbox of SCI BC members, family, and supporters.



## DIGITAL SPECIFICATIONS

### Blog Content

Blog content should be provided by you. We're happy to work with you through the creative process and provide editing, formatting and feedback.

### Cross-Platform Social Post

Our cross-platform social post includes **one** post on each platform: Facebook, Twitter and Instagram. Copy and images should be provided by you and be cohesive throughout, but we can always work together on creative. (Facebook and Twitter specs: 1200px wide x 630px tall. Instagram specs: 600px x 600px or variation of a square image)

### Website Display Ad\*

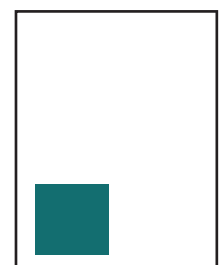
(372 px wide x 150 px tall)



\*Duration:  
3 months

### Newsletter Ad

(500 px wide x 500 px tall)



## EXPAND YOUR REACH

Combine our print and digital advertising offerings into a package that meets your specific needs. Amplify your message with a cross-platform strategy bundle.

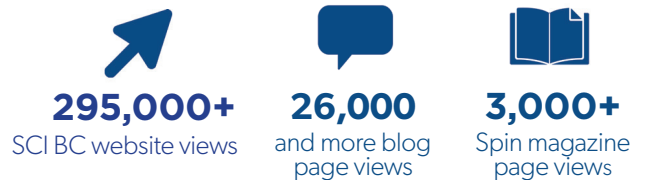
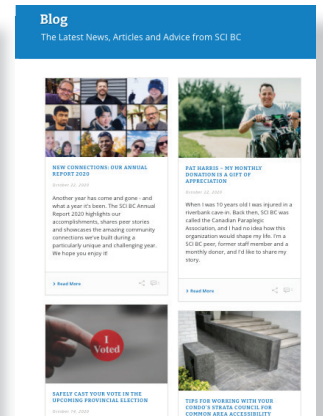
### Bundle Packages

Our print and digital bundles are available to all advertisers. We offer three versatile options (Bronze, Silver and Gold) that encompass all of our platforms at a discounted package price.

### Why Bundle?

When you bundle your print and digital ads you receive **savings of up to 20%**.

Each bundle includes a *Spin* ad (full page or half page) and different digital options. Choose the one that works best for you!



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

BUNDLE RATES (Print + Digital)			RATES
BRONZE	Newsletter Ad +	Spin Full Page Ad <b>OR</b> Spin Half Page Ad	\$1,050 \$700
SILVER	Newsletter Ad + Cross-platform Social Media Post	Spin Full Page Ad <b>OR</b> Spin Half Page Ad	\$1,200 \$850
GOLD	Newsletter Ad + Cross-platform Social Media Post SCI BC Blog Website Display ad	Spin Full Page Ad <b>OR</b> Spin Half Page Ad	\$1,950 \$1,600

## ADVERTISING 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.

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

## IMPORTANT *SPIN* ADVERTISING DATES

### Spring 2021 Issue

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

### Summer 2021 Issue

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

### Fall 2021 Issue

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

### Winter 2021 Issue

Booking Deadline	November 7
Material Deadline	November 14
Appearance Date	December 21

## FOR MORE INFORMATION

Shelley Milstein

Spinal Cord Injury BC  
780 SW Marine Drive Vancouver, BC V6P 5Y7  
[smilstein@sci-bc.ca](mailto:smilstein@sci-bc.ca) | 604-787-4929  
[www.sci-bc.ca](http://www.sci-bc.ca)

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