

# thespin

## 2014 Media Kit & Rate Card

British Columbia's only magazine for people with spinal cord injury and related physical disabilities



### FILLING A VOID

*The Spin* is the quarterly magazine of Spinal Cord Injury BC (SCI BC). For more than 50 years, SCI BC has been dedicated to helping people with a spinal cord injury (SCI) and their families adjust, adapt and thrive by providing answers, information and community experiences through its provincial programs. *The Spin* fills a long-standing void within the British Columbia SCI community by providing an entertaining yet informative publication with a view on relevant items and issues from across the province and around the world. Created primarily for people living with SCI and their families, the magazine is also a valuable resource to the broader SCI community, including health professionals, community service providers, researchers, corporate service providers, and people with related disabilities.

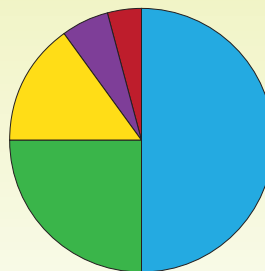
### INFORMATIVE & CONNECTED

The objective of *The Spin* is to keep its audience connected to what's happening in the world of SCI and to share peer experiences and wisdom. *The Spin* covers a wide range of subjects: breaking research, lifestyle issues, technology and innovations, and real stories about people with SCI that inform and inspire. It keeps readers connected to the issues most relevant to them. *The Spin* magazine is also available online at [www.sci-bc.ca](http://www.sci-bc.ca) so that it is instantly accessible to audiences far beyond the BC borders.

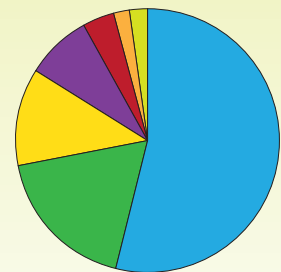
### A UNIQUE AND VALUABLE OPPORTUNITY FOR ADVERTISERS

*The Spin* is a genuine asset to British Columbians living with a SCI and those who support them. If your company or organization has a message to send to this audience, *The Spin* is your vehicle. Published four times a year, and with a growing circulation of approximately 4,500 per issue, *The Spin* is the best way to reach your target audience effectively and at a modest cost.

### READERSHIP PROFILE AND GEOGRAPHIC DISTRIBUTION



- SCI BC Peers & Clients
- Corporate, Educational, Libraries, Family, General Public
- Health Care Sector
- Government
- Disability Organizations



- Greater Vancouver
- Vancouver Island - South
- Northern BC
- Okanagan
- Vancouver Island - North
- Kootenay
- Other



Spinal Cord Injury  
British Columbia

# thespin

## Ad Sizes and Rates

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

### 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.

### DIGITAL FILE SPECIFICATIONS

Ads are accepted in digital (electronic) format only, and must adhere to the above size specifications.

Generally, we accept files created in QuarkXPress, Adobe Illustrator, Adobe InDesign and Adobe Photoshop (Mac or PC). Sorry, but we do not accept Word or Corel files.

We highly recommend using PDF files for your final output, distilled as press ready with all images (300 pixels per inch please) and fonts embedded. Other file types accepted include EPS (fonts converted to outlines), and TIF or JPG (CMYK; 300 pixels per inch). 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.

### SENDING YOUR DIGITAL FILES

Digital files less than 10 MB can be emailed to:

**gsteeves@sci-bc.ca**

Please ensure that all digital files transferred electronically are zipped. Alternatively, digital files and advertising materials can be saved to CD or USB drive and couriered to SCI BC.

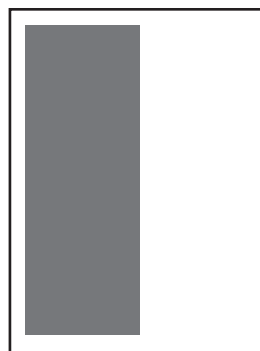
### FOR MORE INFORMATION

Gary Steeves, Spinal Cord Injury BC  
780 SW Marine Drive, Vancouver, BC V6P 5Y7  
email: [gsteeves@sci-bc.ca](mailto:gsteeves@sci-bc.ca) tel. 604.326.1210

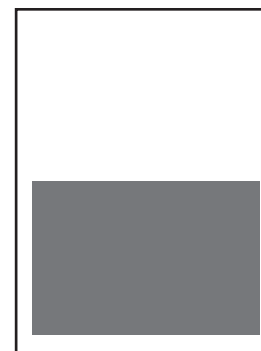
[www.sci-bc.ca](http://www.sci-bc.ca)



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

### ADVERTISING RATES

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

### IMPORTANT DATES

Issue	Booking Deadline	Material Deadline	Appearance Date
Spring	February 7	February 21	March 21
Summer	May 7	May 21	June 21
Autumn	August 7	August 21	September 21
Winter	November 1	November 14	December 15

### 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 a modest 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 (other than cover placements) are done by request only and is subject to availability and confirmation. There is a 25% surcharge for guaranteed positioning.

**Payment:** All accounts are payable on print 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 (e.g., advertising in three 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:** Display ads cancelled after 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.

**SCI BC thanks you and your company for your patronage.**



Spinal Cord Injury  
British Columbia