

2014-15 Advertising Rate Card

ADVERTISING RATES			
Size of Ad	B/W	Spot Colour	4 Colour
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

1/2 PAGE HOR \$850

MECHANICAL SPECIFICATIONS AND TERMS

Rates are based on materials supplied as follows:

- 100% electronically
- Application version in PC format
- Hi-res PDF's preferred, eps & jpg also acceptable
- InDesign CS5 or compatible
- Include all fonts and linked graphic files
- CMYK (not RGB)
- Minimum 300 dpi

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.

Bleeds: 1/8"

Trim Page: 8 1/2" x 11"

Type Page: 1/2" from outside trim

**DEADLINE FOR ALL AD SUBMISSIONS:
30th APRIL 2014**

To contact Verna Wagner at Cross Country BC: (250) 545 9600 Email: office@crosscountrybc.ca