

# PABC Directions Magazine Advertising Specs and Rates



PHYSIOTHERAPY  
ASSOCIATION OF  
BRITISH COLUMBIA

## Reach BC's Physiotherapy Community

PABC's magazine is viewed by 3,000+ unique readers. We offer print editions to our members and select partners, as well as a digital flipbook of each issue on our members portal. Advertising in Directions magazine ensures your product or service will reach a targeted, engaged audience!

Choose from a selection of highly sought after advertising options.

Please contact: [operations@bcphysio.org](mailto:operations@bcphysio.org)



## Directions Magazine Advertising

Magazine	Size	Early Bird Cost	Regular Cost
Outside Back Cover	8.625" x 11"	\$1450	\$1750
Inside Back Cover	8.625" x 11"	\$1350	\$1600
Inside Front Cover	8.625" x 11"	1400	\$1650
Full Page	8.625" x 11"	\$975	\$1150
1/2 Page (horizontal)	6.875" x 4.25"	\$650	\$750
1/4 page (horizontal)	7.5" x 2.28"	\$325	\$400
Insert (individual pages)	8.5" by 11"	\$600 + (based on weight)	\$750 + (based on weight)
Insert (bulk pieces)	Varies	Please call for pricing	

## Directions Mailing Schedule:

- Early September:  
Fall 2020 Edition
- Late February:  
Winter 2021 Edition
- Late May:  
Spring 2021 Edition

If you are interested in purchasing spots for a full year or multiple editions please contact for pricing!

### Deadline for **Early Bird** Ad Submission Pricing:

- Fall Edition: July 2, 2020
- Winter Edition: December 1, 2020
- Spring Edition: February 1, 2021

### Deadline for **Regular** Ad Submission Pricing:

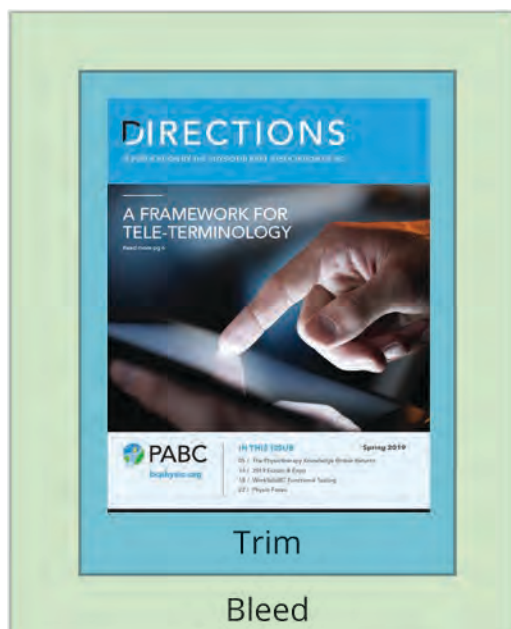
- Fall Edition: July 15, 2020
- Winter Edition: December 15, 2021
- Spring Edition: February 15, 2021

\*please email us to reserve your spot and selected submission pricing

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## Advertisement Specifications

All full page ads are full bleed

bleed: 8.625" x 11"  
trim: 8.375" x 10.75"  
safe zone: 7.5" x 10"



1/2 page horizontal



1/4 page horizontal

\* the placement of the ad on the page may vary

- All ads are in full color
- We only accept PDF format
- The PDF should be print quality
- Convert spot colors to CMYK
- Image quality should be 300 Dpi

Please Contact [operations@bcphysio.org](mailto:operations@bcphysio.org) for inquiries and questions