

Reach BC's Physiotherapy Community

PABC's magazine *Directions* is mailed out **three times a year** to our member base of 2500+ Physiotherapists, MPT students, and Physiotherapist Assistants. Advertising in *Directions* guarantees your product or service will reach a targeted, engaged audience.

Directions Mailing Schedule:

- Early October (Fall Edition)
- Early February (Winter Edition)
- Late May (Spring Edition)

Deadlines for Ad Submissions

- August 5, 2019 (Fall Edition)
- January 3, 2020 (Winter Edition)
- March 23, 2020 (Spring Edition)

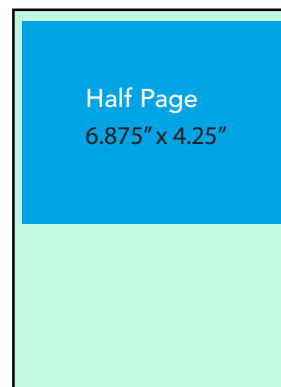


Directions Magazine Advertising Sizes

A. Full Page (with bleed)



B. Half Page (no bleed)



All Ads are in Full Colour

- We only accept PDF format
- The PDF should be press quality
- Convert spot colors to CMYK
- Image quality should be 300 dpi
- All full page ads are full bleed
Bleed: 8.625" x 11"
Trim: 8.375" x 10.75"
Safe Zone: 7.5" x 10"

Please contact events@bcphysio.org or phone at 604-736-5130 ex 2 for questions or to book your space.

Pricing	Size	Members	Non-Members
Outside Back Cover	8.625" x 11"	\$625	\$1,250
Inside Back Cover	8.625" x 11"	\$525	\$1,100
Inside Front Cover	8.625" x 11"	\$525	\$1,250
Full Page	8.625" x 11"	\$475	\$950
1/2 Page (horizontal)	6.875" x 4.25"	\$300	\$595
Inserts (Individual pages) *	8 1/2 x 11	\$300	\$600 + based on weight
Inserts (Bulk pieces) *	Varies	Please call for pricing	