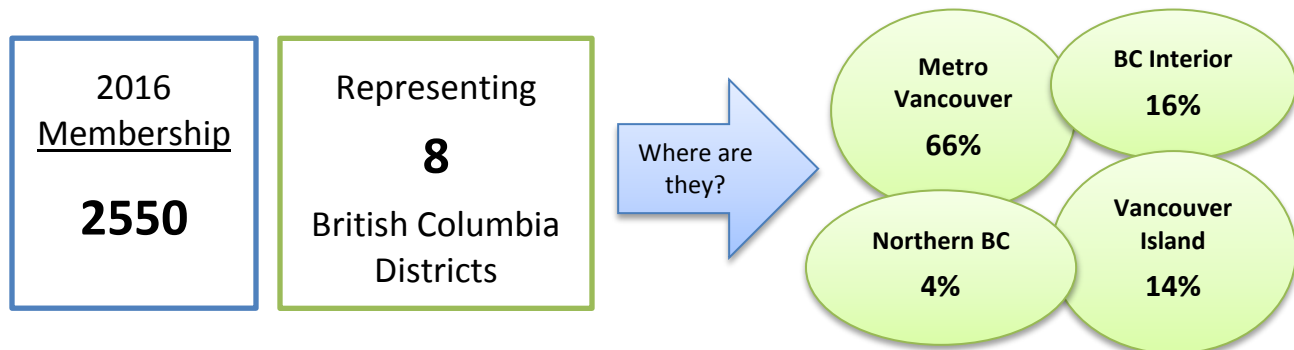




Reach BC's Physiotherapy community for as little as 10¢ per member

## About our PABC Members



### Top Areas of Special Interest and Clinical Practice

- Orthopaedics
- Joint Replacement Rehab
- Ergonomics
- Acupuncture
- Sports Therapy
- Vestibular Rehab
- Gerontology
- Chronic Pain
- Manual Therapy
- IMS
- Paediatrics
- Neurology

## Directions Magazine Rates

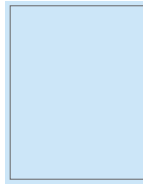
Advertising Rates	Specs		Non-Members	Members
	Size	Misc.	<i>Reduce by 10% for ads in multiple editions</i>	
Outside Back Cover	7.5" x 10"	Colour only	\$ 1,250	\$ 625
Inside Back Cover	7.5" x 10"	Colour only	\$ 1,100	\$ 525
Inside Front Cover	7.5" x 10"	Colour only	\$ 1,100	\$ 525
Full Page	7" x 9.5"	B/W or Colour	\$ 950	\$ 475
1/2 Page	7" x 4.5"	B/W or Colour	\$ 595	\$ 298
1/3 Page	7" x 3"	B/W or Colour	\$ 450	\$ 225
1/4 page - Vertical	3.25" x 4.5"	B/W or Colour	\$ 395	\$ 198
Business Card	3.5" x 2"	B/W or Colour	\$ 250	\$ 125
Inserts (Individual pages) *	8 ½ x 11	N/A	\$ 600	\$ 300
Inserts (Bulk pieces) *	-	N/A	Please call for pricing	

\* Client to provide and send copy (2,600 pieces) directly to PABC mailing house  
\* Inserts are subject to PABC approval

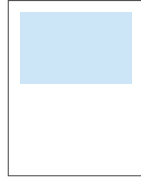
Published tri-annually	Booking Deadline	Artwork Deadline
Winter	December 9, 2016	December 12, 2016
Spring	March 31, 2017	April 10, 2017
Fall	August 11, 2017	August 21, 2017



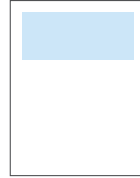
## Magazine Advertising Sizes



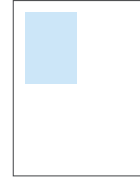
Full Page (with bleed)  
Bleed 8.75" x 11.25"  
Trim 8.5" x 11"  
Safe Zone 7.5" x 10"



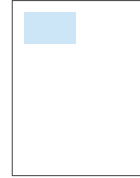
Half Page  
7" x 4.5"



Third Page  
7" x 3"



Quarter Page  
3.25" x 4.5"



Business Card  
3.5" x 2"

**NEW LOOK!**



### Need Help?

PABC AD Design Services  
Contact PABC for professional  
advertisement design services.

### Print Submission Format

- We only accept advertising material in PDF format. The PDF file should be press-optimized and CMYK. Convert all spot colors to CMYK.
- File size: at least 300 dpi
- All Full Page Ads are Full Bleed

On-line advertising opportunities also available. Please ask.

### Questions:

Please contact [events@bcphysio.org](mailto:events@bcphysio.org) or phone at 604-736-5130 x 2 if you have any questions.