

2018 DIRECTIONS ADVERTISING RATE SHEET



PHYSIOTHERAPY
ASSOCIATION OF
BRITISH COLUMBIA

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.

Mailing Schedule: early February (Winter), late May (Spring/Summer), early October (Fall).

Top Areas of Special Interest & Clinical Practice

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

Representing 8 British Columbia Districts

Metro Vancouver, 49%
Vancouver Island, 13%
Okanagan, 11%
South Fraser, 7%
Fraser Valley, 6%
Northern BC, 5%
Kootenays, 5%
Sunshine Coast, 4%

DIRECTIONS MAGAZINE ADVERTISING RATES

All ads are full colour. **DEADLINES for submissions:** Apr. 13, 2018 (Spring Issue, May); Aug. 20, 2018 (Fall Issue, Sept); Nov 26, 2018 (Winter Issue, Feb)

	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	\$1,100
Full Page	8.625" x 11"	\$475	\$950
1/2 Page (horizontal)	6.875" x 4.25"	\$300	\$595
1/4 page	3.25" x 4.25"	\$200	\$395
Inserts (Individual pages) *	8 1/2 x 11	\$300	\$600
Inserts (Bulk pieces) *	Varies	Please call for pricing	
* Client to provide and send copy (2,600 pieces) directly to PABC mailing house. * Inserts are subject to PABC approval. *GST NOT INCLUDED IN ABOVE RATES.			

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 (Bleed 8.625" x 11", Trim 8.375" x 10.75", Safe Zone 7.5" x 10")

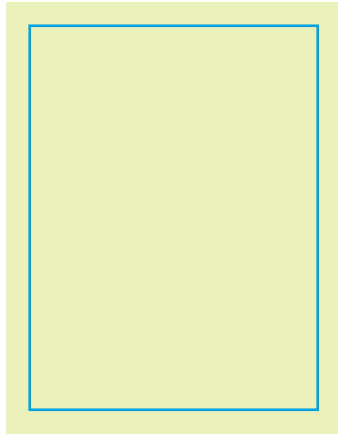
Please contact events@bcphysio.org or phone at 604-736-5130 x 2
for questions or to book your space.

2017/18 DIRECTIONS ADVERTISING RATE SHEET

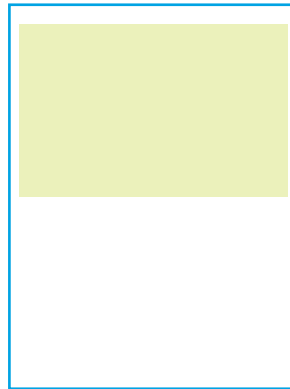


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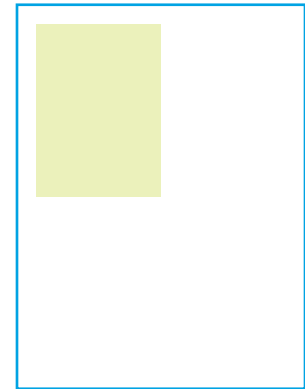
Directions Magazine Advertising Sizes



Full Page
(with bleed)
Bleed 8.625" x 11
Trim 8.375" x 10.75"
Safe Zone 7.5" x 10"



Half Page
6.875" x 4.25"



Quarter Page
3.25" x 4.25"



On-line advertising opportunities also available. Contact us for more information.

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