

Bulletin

AD RATE AND SUBMISSION SPECIFICATIONS

INTELLECTUAL PROPERTY INSTITUTE OF CANADA INSTITUT DE LA PROPRIÉTÉ INTELLECTUELLE DU CANADA

*The Professional Association Concerned with Patents, Trade-marks, Copyright and Industrial Designs
L'association professionnelle en matière de brevets, de marques de commerce, de droits d'auteur et de dessins industriels*

AD SIZES/RATES

- These advertising rates apply to organizations with IPIC members only. Organizations without IPIC members must add an additional \$ 100 to these prices.
- 1/4 Page (up to 7" wide x 2 1/2" high) = \$ 200
- 1/3 Page (up to 7" wide x 3" high) = \$ 250
- 1/2 Page (up to 7" wide x 4 1/2" high) = \$ 300
- 2/3 Page (up to 7" wide x 6 1/2" high) = \$ 375
- Full-Page (up to 7" wide x 9 1/2" high) = \$ 500
- Outside back cover – full page only = \$ 1,000

ALL INTERIOR ADS APPEAR BLACK AND WHITE ONLY – COLOUR AVAILABLE FOR OUTSIDE BACK COVER ONLY

ELECTRONIC FORMATS

- MAC PLATFORM ONLY:**
- Image files – .eps, .tif or .jpg – line art and images 300 dpi, all grayscale (or CMYK for colour)
- Adobe Illustrator 14.0 or lower – fonts as outlines and all images included
- Adobe Photoshop 11.0 or lower, 300 dpi or higher
- Quark XPress 7.5 or lower – all fonts and support files included

PHOTOGRAPHS

- Any photographs submitted with an article should be sent electronically or as an original print. Electronic formats can be received as .eps, .tif or .jpg - 300 dpi or higher.

MEDIA

- Preferred format is email. All electronic ads should be accompanied by a PDF proof.

HOW TO SEND

- Files should be sent via email to: rmiskelly@tdgraham.com
- Please indicate the message subject as "IPIC Bulletin" and the issue you would like to appear in.

DEADLINES

- The Bulletin is published bi-monthly (Jan-Feb / Mar-Apr / May-Jun / Jul-Aug / Sept-Oct / Nov-Dec). Ad space deadline is the 1st of the month (ie. January 1st for the Jan-Feb issue). Electronic files must be received by the 15th of the month (ie. January 15th for the Jan-Feb issue).

BOOKING

- For more information or to book your ad space, please contact Jennifer Brière at 613-234-0516 or admin@ipic.ca. The Bulletin is also available online at www.ipic.ca in the Member's section.

FREQUENCY RATES

- Multiple ads throughout the year will receive a discount on the advertising rates as follows: 1-2 consecutive issues: no discount is applied, 3-5 consecutive issues: 10% discount, 6 or more consecutive issues: 15% discount.

AD SIZE CHART

