

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 firms with IPIC members only.

Firms with non-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 11.0 or lower – fonts as outlines and all images included

Adobe Photoshop 8.0 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 Véronique Patry at IPIC 613-234-0516 or vpatry@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

