

MUSEUMS

roundup

British Columbia Museums Association

2007 ADVERTISING RATES AND DEADLINES

Museums Roundup is BC Museums Association's quarterly publication that reaches by direct mail over 1,000 subscribers in arts, culture and heritage, plus many more, in full PDF format via BCMA's website. Museums, art galleries, historic sites, cultural centres, educational institutions, businesses, designers and professionals across Canada and internationally, use *Roundup* as a means to stay informed of BC's cultural heritage, past, present and future. Use *Roundup* to reach your target audience easily and economically. Every current issue is posted to BCMA's website for public view and back issues archived for continued member reference.

Size:	8.5 x 11, 24 pages			
Deadlines:	March 15	May 31	August 15	November 1
Publication Dates:	April 15	June 30	September 31	December 1

Advertising Sizes and Rates*

Ad Size	Width x Height (inches)	Cost
Full page trim	8.5 x 11	\$500
Full page bleed	8.75 x 11.25	\$500
Inside back cover*	8.5 x 11	\$500
Outside back cover*	6.75 x 8.875	\$600
Half page	7.5 x 5	\$400
Quarter page	3.625 x 4.5	\$250
Eighth page	3.5 x 2	\$175

Would you like to have your brochure or flyer distributed to BC's arts and cultural community along with *Museums Roundup*? Please contact us for rates.

*BCMA member rates. Please add 10% for non-members. No GST.

Rates are in Canadian funds and are based on criteria outlined in material requirements below. Preference will be given to colour ads for inside and outside back cover placement.

Material Requirements

Digital: Supply ads in PDF format, "press optimized" with fonts included. Also acceptable are EPS files with fonts converted to outline, and TIFF files. Please ensure that all images are at a resolution of 300 dpi at full size and are either CMYK or greyscale. Line art and text must be 1200 dpi. We can also accept Macintosh-formatted files created with Adobe InDesign, Photoshop and Illustrator, and Quark XPress 6.0.

File Transfer: Please supply a black and white or colour proof. When emailing files, please compress them to reduce file size and fax a copy of the ad. Size changes, resetting, reformatting and/or corrections will be charged to the advertiser.

Note: One proof is included with production changes; charges will apply to additional proofs.

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