

Innovation

Journal of the Association of Professional Engineers and Geoscientists of BC
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Innovation is the flagship magazine of BC engineering and geoscience professionals. Our audience of nearly 26,000 readers are employed in many different sectors—utilities, telecommunications, forestry, mining, government (federal/provincial/municipal), universities/colleges, manufacturing, research and marine development—and a wide range of disciplines.

Frequency | 6 times a year

Publisher | The Association of Professional Engineers and Geoscientists of BC

Distribution | Hard copy by direct mail. Electronic copy by e-mail and available online.

Circulation	Engineers and Geoscientists	25,070	Print	22,988
	Students	603	Online	2,724
	Other	39		
	Total	25,712		

Discipline

Electrical and Computer	17%
Geology, Geosciences, Metallurgical, Mining and Petroleum	16%
Civil and Structural	27%
Mechanical and Industrial	21%
Chemical	3%
Environmental and Forestry	6%
Other Disciplines	10%

Geographical Distribution

BC & Yukon	20,628	Saskatchewan	79
Alberta and NWT	2,471	Maritimes	66
Ontario	954		
Quebec	283	United States	886
Manitoba	129	International	216

Editorial 2012

January/February

Technology. New developments in technology from a BC perspective.

March/April

Earth Science. Current issues and projects that affect and showcase BC geoscience practice. Mining innovation.

May/June

The BC Issue. A regional look at engineering and geoscience activities throughout the province.

July/August

Project/Product Pictorial. Highlighting local and global projects of APEGBC members and their companies.

September/October

Conference Preview. An advance look at APEGBC's annual conference session topics.

November/December

Environment and Sustainability. Featuring projects awarded APEGBC's Environmental and Sustainability Awards. Profiling the 2011/2012 president.

ADVERTISING INFORMATION

- Covers:** Front cover is not sold. Other covers are 25% extra.
- Special Positions:** 15% extra.
- Inserts:** Contact advertising representative for printer specifications.
- Agency Commission:** 15% to recognized agencies.
- Overdue Accounts:** Subject to a service charge of 2% per month (24% per annum).

SUBMISSION GUIDELINES

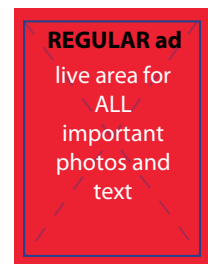
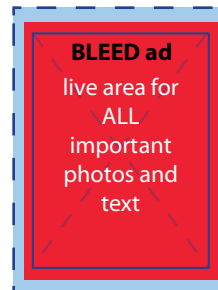
- Format:** Magazine: saddle-stitched; type page: 7.125" x 10"; trim size: 8.125" x 10.75"; bleed size: 8.375" x 11"
- Frequency:** 6 issues annually, printed the last week of the first month. Combined January/February issue is printed the last week of January.
- APEGBC Website:** Innovation magazine is posted on APEGBC's website. To view, visit www.apeg.bc.ca/resource/innovation. Career advertisements in Innovation are posted on APEGBC's Employment Centre at no extra cost.
- Final Artwork:** Please supply RIP-ready files or copy by e-mail or CD. Include hard copy proofs, all screen and printer fonts, and images.
 Acceptable file formats: Adobe Illustrator CS5 or less, Photoshop CS5 or less, InDesign CS5 or less, or PDFs (PDF/X-4:2008) with all fonts embedded. Images to be scanned at 300 dpi; line art at 600 dpi; convert colours to CMYK.
- Production Charges:** Extra charges may apply if ad must be created, altered or does not comply with digital requirements.
- Closing Date:** 5th of the first month (e.g., January 5th for the January/February issue).

SIZES AND MEASUREMENTS

Page Size		Width (inches)	Depth (inches)
Full page	bleed	8.375	11
	regular	8.125	10.75
Two-thirds page	horizontal	7.125	6.625
	vertical	4.625	10
Half page	island	4.625	7.5
	horizontal	7.125	4.875
	vertical	3.4375	10
One-third page	double col	4.625	4.875
	horizontal	7.125	3.25
	vertical	2.25	10
	1 1/2 col	3.4375	6.5
Quarter page	double col	4.625	3.75
	horizontal	7.125	2.5
	vertical	2.25	7.5
One-sixth page	double col	4.625	2.5
	horizontal	7.125	1.625
	vertical	2.25	4.875
One-eighth page	vertical	2.25	3.75
	1 1/2 col	3.4375	2.4375

Artwork for Full page Bleed ads and Regular ads:

All important information must be inside the blue boxed area for both ad types. This live area is 7.125" x 10". For Bleed ads, the background must extend to the full outside dimensions.



DISPLAY ADVERTISING RATE SCHEDULE 2012

Rates do not include HST • Rates effective January 1, 2012

Rates Per Insertion	1x		3x		6x	
	4 Colour	B&W	4 Colour	B&W	4 Colour	B&W
1 page	\$2,905	\$1,960	\$2,800	\$1,850	\$2,675	\$1,730
2/3 page	2,265	1,600	2,180	1,520	2,095	1,435
1/2 page, island	1,940	1,450	1,865	1,375	1,805	1,310
1/2 page	1,790	1,260	1,720	1,225	1,650	1,160
1/3 page	1,430	1,030	1,370	970	1,320	915
1/4 page	985	815	935	765	900	740
1/6 page	805	660	765	625	745	605
1/8 page	615	510	580	480	550	445

PROFESSIONAL CARD ADVERTISING RATE SCHEDULE 2012

Professional cards are sold on a 3 or 6 time basis and are payable in advance.

Size	Basis	Per Issue (\$)	Total (\$)	Size	Basis	Per Issue (\$)	Total (\$)
1"	6 x	70	420	3"	6 x	210	1,260
	3 x	72	216		3 x	216	648
1 1/2"	6 x	105	630	3 1/2"	6 x	245	1,470
	3 x	108	324		3 x	252	756
2"	6 x	140	840	4"	6 x	280	1,680
	3 x	144	432		3 x	288	864
2 1/2"	6 x	175	1,050	4 1/2"	6 x	315	1,890
	3 x	180	540		3 x	324	972

Professional Cards/Classified – per column inch: \$98 per insertion (1 time).

Colour \$60 extra per insertion.

Production Charges: Rates quoted are for space only. Extra charges may apply if ad must be created, altered or does not comply with digital requirements. Charges available on request.