

The Incentive Marketing Association Canada–Council's Canadian Incentive Magazine and Annual Buyers' Guide



A SOLID CASE FOR THE INCENTIVE INDUSTRY

Canadian Incentive Magazine, the official publication of the Incentive Marketing Association Canada – Council (IMA-CC), is focused on increasing the use of incentives to drive business in corporate Canada.

The goal of the IMA-CC and *Canadian Incentive Magazine* is to show Canadian business how it can effectively use incentive marketing programs and become part of the potential \$5-billion Canadian incentive industry.

Canadian Incentive Magazine is published quarterly and distributed across Canada to more than 5,000 recipients including those at the key executive level within Canada's top 1,000 companies. The magazine is also distributed to decision makers, incentive buyers and end-users in key categories including pharmaceutical, automotive, financial, health and beauty, wireless IT, major manufacturing, call-centre management and, of course, all members of the IMA-CC.

All advertisers receive a free 75-word description of their products or services, plus a free colour logo or photo in the magazine and on the official IMA-CC Web site (www.imacanada.ca) for the length of time in which their advertisement appears in print.



Canadian Incentive Magazine, now in its fourth year of publication, has a proven track record of raising the bar in the rewards and incentives industry.

The *Canadian Incentive Magazine Annual Buyers' Guide* has returned as a valuable tool in the magazine's quarterly line-up. It's the most comprehensive selection of incentive merchandise and service providers throughout Canada.



The *Canadian Incentive Magazine Annual Buyers' Guide* is distributed to the same key decision makers, incentive buyers and end-users in a sharply focused and targeted mailing list. For additional exposure, it is distributed at major industry trade shows in Canada and the US.

All IMA-CC members receive one free highlighted listing. All advertisers receive one highlighted listing at half price.

Don't delay. Book your ad today and show potential buyers why incentives have become the number-one tool used to promote healthy minds and healthy bottom lines.

Canadian Incentive Magazine and *Annual Buyers' Guide* are published by



2 – 1248 Pembina Highway, Winnipeg, MB R3T 2B1
PHONE 204•669•2377 FAX 204•669•2336
TOLL-FREE PHONE 1•866•669•2377
TOLL-FREE FAX 1•866•669•2336
WEB SITE www.ccommunications.ca

Call today to book your advertisement!



advertising rates 2008

MATERIAL REQUIREMENTS

Acceptable image file formats are EPS, TIF or JPEG. Please ensure all images are at a minimum resolution of 300 ppi/dpi at full size and are CMYK (not RGB). Include all files. Type 1 (postscript) fonts must have both screen and printer files for each font. Graphics should be saved as vector EPS files. PDFs are acceptable when saved as "press optimized" files provided any photo images were at 300 ppi/dpi when placed in the original document. Ensure PDF is CMYK and embed all fonts. Mac files preferred. Accepted applications include Quark Xpress, Adobe Illustrator and/or Adobe Photoshop. Please supply a black & white or colour hard copy proof.

E-mail advertisements under 5 MB to: ads@cecommunications.ca. If e-mailing ad materials, please stuff all files and folders to decrease file size. Ad production is now digital – an additional processing charge will be added for film. One round of revisions and proofs is included in the ad cost. Additional proofs or further revisions will be charged back to the advertiser.

FTP Transfer: advertisers whose ad copy file size is too large to transfer via e-mail are encouraged to use the Cutting Edge FTP service. Using FTP software, advertisers use ftp.cecommunications.ca – username: **ceclient** – password: **ce** to upload materials.

Contact your sales representative today to discuss additional advertising options (inserts, polybags, gatefolds, etc.) available within *Canadian Incentive Magazine* and the *Annual Buyers' Guide*.

**IMA-CC MEMBERS
RECEIVE 20% OFF!**

CANADIAN INCENTIVE MAGAZINE

BUYERS' GUIDE

AD	HORIZONTAL		VERTICAL		RATES (COLOUR)				1 ANNUAL
	WIDTH INCHES	DEPTH INCHES	WIDTH INCHES	DEPTH INCHES	1 ISSUE	2 ISSUES	3 ISSUES	3 ISSUES PLUS BG	
DPS Bleed	17 ¹ / ₄	11 ³ / ₈			\$4,200	\$3,955	\$3,780	\$3,585	\$4,635
Full Page Bleed			8 ⁷ / ₈	11 ³ / ₈	\$3,090	\$2,965	\$2,780	\$2,595	\$3,760
2/3 Page	6 ⁵ / ₈	5 ³ / ₄	4 ³ / ₈	8 ³ / ₄	\$2,595	\$2,350	\$2,165	\$1,980	\$3,010
1/2 Island			4 ³ / ₈	6 ⁵ / ₈	\$2,265	\$2,205	\$2,020	\$1,955	\$2,765
1/2 Page	6 ⁵ / ₈	4 ³ / ₄	3 ³ / ₈	8 ³ / ₄	\$1,845	\$1,780	\$1,720	\$1,660	\$2,255*
1/3 Page	4 ³ / ₈	4 ¹ / ₄	2 ¹ / ₈	8 ³ / ₄	\$1,430	\$1,360	\$1,290	\$1,195	\$1,845
1/4 Banner	6 ⁵ / ₈	1 ⁷ / ₈	1 ¹ / ₂	8 ³ / ₄	\$ 990	\$ 960	\$ 930	\$ 895	\$1,330*
1/6 Page	4 ³ / ₈	2 ¹ / ₈	2 ¹ / ₈	4 ³ / ₈	\$ 800	\$ 770	\$ 740	\$ 710	\$1,010
COVER RATES (INCLUDES MANDATORY COLOUR)									
Outside Back Cover	(FULL BLEED)		8 ⁷ / ₈	11 ³ / ₈	\$3,710	\$3,520	\$3,275	\$2,965	\$4,900
Inside Front Cover	(FULL BLEED)		8 ⁷ / ₈	11 ³ / ₈	\$3,585	\$3,400	\$3,150	\$2,845	\$4,600
Inside Back Cover	(FULL BLEED)		8 ⁷ / ₈	11 ³ / ₈	\$3,275	\$3,090	\$2,840	\$2,655	\$4,400

	WIDTH INCHES	DEPTH INCHES
Page Trim	8 ³ / ₈	10 ⁷ / ₈
Full Bleed	8 ⁷ / ₈	11 ³ / ₈
Type Safety	7 ³ / ₈	9 ³ / ₄

* 1/2 page and 1/4 page ads are only available in horizontal formats for the Annual Buyers' Guide listing section.

ADDITIONAL BG OPTIONS

Listing (NON IMA-CC MEMBERS)	\$ 100
Secondary Listing	\$ 250
Highlighted Listing	\$ 500
Logo (MANDATORY COLOUR)	\$ 500
Tab Page (FULL-PAGE, FULL-COLOUR)	\$3,900

N.B. Rates are based on dimension and format criteria outlined here. All rates are net and in Canadian funds.

**Guaranteed Position 15% ADDITIONAL
Black & White Ads Reduce by 15%
Circulation 5,000 IN CANADA**

DEADLINES

ISSUE	SPACE	MATERIALS	PUBLISHING
SPRING '08 MAGAZINE	MAY 9	MAY 16	MAY 30
ANNUAL BUYERS' GUIDE '08	AUGUST 8	AUGUST 15	AUGUST 29