

Transportation



Talk

CANADIAN INSTITUTE OF TRANSPORTATION ENGINEERS MEMBER NEWSLETTER

RATE CARD 2008

ADVERTISING RATES

Display	(1x)	(2x)	(4x)
1/4 page.....	\$250.00	\$225.00 per	\$187.50 per
1/2 page - horizontal	\$475.00	\$427.50 per	\$356.25 per
1/2 page - vertical.....	\$475.00	\$427.50 per	\$356.25 per
Full page.....	\$855.00	\$769.50 per	\$641.25 per
Outside Back Cover	\$1,200.00		

All display ads are interspersed throughout the main portion of the newsletter. For Career ads, option exists to have your ad placed under the "Career Opportunities" banner.

Directory	(4x)
Directory Card.....	\$225.00
Double Card	\$450.00

The Directory is a special advertising feature in back section of newsletter.

Career Opportunities

Please note that Transportation Talk will not accept any form of career advertising. If you are interested in advertising employment opportunities to CITE members, please visit our website for more information:

http://www.cite7.org/Job_Adds/JobAdds.htm

Notes:

- All above posted advertising rates are based on digital art supplied. For assistance with ad development, please contact the News Editor.
- All ads include four colour process. All spot colours will be converted to process.
- Hotlinks to corporate website and listed email address available upon request at no additional charge (digital editions only).

IMPORTANT CONTACTS

NEWS EDITOR:

newseditor@cite7.org

www.cite7.org

ADVERTISING SPECIFICATIONS

	Image Area (width x depth)	Full Bleed (width x depth)
Directory Card	3.625" x 1.9"	N/A
Double Card.....	3.625" x 3.8"	N/A
1/4 page.....	3.625" x 4.875"	N/A
1/2 page - horizontal	7.25" x 4.875"	N/A
1/2 page - vertical.....	3.625" x 9.875"	N/A
Full Page or Back Cover.....	7.25" x 9.875"	8.75" x 11.25"

PREFERRED FILE FORMAT

- The preferred format for digital advertising files are vector files supplied as EPS or CDR (save back to V11). Press quality PDFs are also acceptable.
- Fonts should be included, embedded in file, or converted to curves.
- All photographs (bitmaps) should be at 300 dpi.
- Please convert all RGB and spot colours to CMYK.
- Electronic transmission of ads can be sent via email to the News Editor (see email link on first page).

Special Note: *Currently, we build the newsletter in QuarkXpress (PC). If building your ad using Mac-based software, please convert fonts to curves.*

If you have any questions regarding these specifications, or require assistance, please contact the News Editor.

PAYMENT INFORMATION

- All Directory contracts are billed in advance prior to starting the new season of newsletters. For existing Directory advertisers, renewal notices are automatically sent after the fourth (Winter) issue requesting confirmation of continuance.
- Display advertising is billed after distribution of each issue.
- Payment terms are Net 30 from date of invoice.

IMPORTANT DATES

Issue	Booking Deadline	Digital Art	Distribution
Spring Issue	Feb. 15, 2008	Feb. 22, 2008	Mar. 21 2008
Summer Issue.....	Jun. 20, 2008.....	Jun. 27, 2008.....	Jul. 25, 2008
Fall Issue	Sep. 19, 2008	Sep. 26, 2008	Oct. 24, 2008
Winter Issue.....	Dec. 12, 2008	Dec. 19, 2008	Jan. 23, 2009