



- Promote your business and support people with disabilities
- Reach our growing list of subscribers
- Options from monthly to one-time ads
- Text only or graphic ads available

Disability Alliance BC (formerly BC Coalition of People with Disabilities) is now offering ad space in our monthly e-newsletter, *Our Voice*.

Promote your business or event to our subscribers of community organizations, individuals, elected officials and more.

## Benefits of E-Advertising

- Choose from 3 ad types to fit your needs and budget:
  - Banner Ads to draw maximum attention to your business, organization or event
  - Text Plus Ads, that include text, logo and link
  - Text Only Ads with text and a live link
- You reach our growing email list at intervals you decide: 12 times a year, every other month, quarterly or with a one-time ad.
- Finally, you have the satisfaction of supporting DABC's programs and services: one-to-one advocacy with people with disabilities, our free widely-distributed publications and our quarterly flagship magazine *Transition*, programs on emergency preparedness, resources on wellness and disability, and support for independent living—and more.



# E-News Ad Rates & Types

Choose monthly, bi-monthly, quarterly or one-time ads.

Ad Type	Cost per e-news edition and per year						One-time
	Monthly 12 ads \$ per edition/yearly \$		Bi-monthly 6 ads per edition/yearly \$		Quarterly 4 editions per edition/yearly \$		
Feature Banner	\$150	\$1800	\$205	\$1230	\$230	\$920	\$305
Focus Banner	\$110	\$1320	\$150	\$900	\$190	\$760	\$265
Text Plus Message	\$80	\$960	\$110	\$660	\$130	\$520	\$205
Text Plus Chat	\$55	\$660	\$80	\$480	\$105	\$420	\$165
Text Tweet	\$40	\$480	\$55	\$330	\$75	\$300	\$130

No GST added. Prices subject to change.

## Ad Types

### Banner Ads

- Design your own Banner Ad or we'll design it for you.
- Feature Banners are the full width of the e-news body. Focus Banners are the width of the left column.
- Link to your website or an email address from your Banner.

### Text Ads

- Text ads come in three sizes: Message, Chat and Tweet.
  - Our Text Plus Message and Chat Ads contain text, a graphic or logo, and a link to your website or email address.
  - Tweet ads are text only, plus a live link of your choice.

### Booking and Payment

- Payment is due at time of booking.
- Bookings are due on the 1st day of the month prior to the edition you are booking (e.g. March 1, for the April e-news).

### Cancellations

- Ad cancellations are due on the 1st day of the month prior to the edition you are booking (e.g. March 1, for the April e-news).

- Cancellations received after the deadline are subject to a \$50 administration fee.

### Things to Know

Ad positions begin "below the fold", i.e. after the first few news items.

There is a maximum number of ads per e-news edition. So, your ad will stand out in each newsletter.

**dabs**  
disability alliance bc

**Our Voice**

**Text Plus Message**

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**Focus Banner**

**Text Plus Chat**

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**Feature Banner**

**Text Tweet**

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Ad sizes are approximate

# E-News Ad Details & Specifications

## Banner Ads

### Client Design

- Format required: JPG or GIF
- Size required:
  - Feature Banner: 425 pixels wide X 100 pixels high at 72 DPI
  - Focus Banner: 145 pixels X 145 pixels at 72DPI
- Provide the URL or email address you would like the ad to link to.
- Ad design must be deemed by DABC to fit our standards of clean and readable design.
- If a third-party is designing your ad, it is your responsibility to forward these E-News Ad Details & Specifications to the designer.
- Extra charges may be applied for ads not provided to these requirements

### Design by DABC

Please send us the following:

- text and graphic/logo (JPG, PDF, EPS, PSD) in electronic format. Graphics should be in the highest resolution possible; ideally, 300 DPI.
- Maximum word counts [for readability]:
  - Feature Banner: 30 words
  - Focus Banner: 23 words

### Design Fees

Feature or Focus Banners: \$185, includes first draft, plus 2 rounds of changes. Extra fees apply to further changes.

## Text Ads

For text ads, please provide:

- text, up to the maximum word count for your ad size
- graphic/image, for Message and Chat ads only. Minimum graphic size 60 pixels wide, along smallest dimension, at 72 DPI.
- URL for your website or email link

Design is included in ad price.

### Word Counts

- Message: maximum 100 words
- Chat: maximum 50 words
- Tweet: maximum 20 words

## Ad Deadlines

### Text ads

Please send your text, logo/graphic (if applicable) and complete link address (e.g. <http://www.ourbusiness.com>) by the 5th day of the month of your first e-news edition [e.g. April 5 for the April e-news].

### Banner ads

Please send **your designed ad**, in the required size and format, by the 5th day of the month of your first e-news edition [e.g. April 5 for the April e-news].

**If we are designing the ad**, please send the required details to us before the 15th day of the month before your first e-news edition [e.g. April 5 for the May e-news].

### Ad Changes

Charges apply to changes you request to any DABC-designed ads.

