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.

Information and bookings: Contact Chloe at 604-875-0188 or chloe@disabilityalliancebc.org.
**E-News Ad Rates & Types**

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

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Monthly 12 ads $ per edition/yearly $</th>
<th>Bi-monthly 6 ads $ per edition/yearly $</th>
<th>Quarterly 4 editions $ per edition/yearly $</th>
<th>One-time $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feature Banner</td>
<td>$150</td>
<td>$205</td>
<td>$230</td>
<td>$305</td>
</tr>
<tr>
<td>Focus Banner</td>
<td>$110</td>
<td>$150</td>
<td>$190</td>
<td>$265</td>
</tr>
<tr>
<td>Text Plus Message</td>
<td>$80</td>
<td>$110</td>
<td>$130</td>
<td>$205</td>
</tr>
<tr>
<td>Text Plus Chat</td>
<td>$55</td>
<td>$80</td>
<td>$105</td>
<td>$165</td>
</tr>
<tr>
<td>Text Tweet</td>
<td>$40</td>
<td>$55</td>
<td>$75</td>
<td>$130</td>
</tr>
</tbody>
</table>

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.

**Our Voice**

**Feature Banner**

**Text Plus Chat**

**Text Tweet**

**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 72 DPI
- 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.

Please send all ad text and artwork to chloe@disabilityalliancebc.org. Thank you.