



Disability Alliance BC Media Kit



Empowering people living with all disabilities in BC through our direct services, community partnerships, advocacy, research and publications.



A trusted source of advocacy, resources and information through our E-newsletter and Transition Magazine.



we are all
connected

dabc.ca    

Who We Are

Services and Programs

Our services and programs support all people with disabilities to live with dignity, independence and as equal and full participants in the community, including: Advocacy Access Program, Tax AID DABC, Access RDSP, Disability Law Clinic, Accessibility Projects Grants, The Right Fit, Community and Residents Mentors Association, Accessible Organizations Projects, and workshops.

Free Publications

We publish a range of self-help guides and advocate resources in reader-friendly language. Resources are provided free of charge, either from our website or by mail.

Partnerships

We partner with trusted organizations to carry out our programs, and advocate for systemic change that positively impacts the lives of people with disabilities in BC.

Some of our key partners include:

- Plan Institute • BC Aboriginal Network on Disability Society • Individualized Funding Resource Centre • Together Against Poverty Society • Active Support Against Poverty • Ki-Low-Na Friendship Society • MOSAIC • Disability Foundation



DABC's Reach

Transition Magazine | Our Voice E-News
Advocacy & Outreach | Social Media
Website | Workshops & Webinars
Community Events & Conferences



Nothing About Us, Without Us

All DABC board members and volunteers, and a majority of our staff and members, are people living with disability.

Transition Magazine

DABC's Flagship publication since 1977

From its early years in print, to its current form as a digital magazine, Transition has been an integral part of DABC's history and a hub for the disability community for over four decades.

With content ranging from policy news to personal stories, the pages of Transition provide a trusted platform where writers and readers with direct lived experience and other contributors working in the disability sphere share perspectives.

We publish three times a year, with each edition presenting a timely theme relevant to the community.

Recent editions have focused on Parenting With Disability, Disability Justice, Respecting Disability Language and Identity, and Healthcare: Navigating an Ableist System.



Readership

- over 3,000 magazines emailed to subscribers
- theme articles promoted through our blog and social media
- distributed to libraries, community centres, MLA offices and other public facilities
- featured on our website

Ad Rates Per Edition			
Ad size Position	Number of Editions Booked		
	1	2	3
Outside back cover	\$1,230	\$1,050	\$950
Inside covers	\$775	\$715	\$650
Full page	\$695	\$580	\$480
Large (vert. or horiz.)	\$510	\$430	\$360
Medium (vert. or horiz.)	\$225	\$190	\$160
Box	\$150	\$125	\$110



Non-profit Discounts

We're glad to offer all Transition and E-news advertising, including bundled advertising, at a **25% discount** to non-profit organizations and a **35% discount** for non-profit organizations who are also DABC members (minimum cost per ad \$50).

Our Voice E-News

Keeping people living with disability up-to-date

With regular updates including news, events, opportunities and more, DABC's Our Voice E-news is a welcome arrival in our subscribers' inboxes.

Our current readership includes policy makers, healthcare and housing providers, organizations serving the disability community, and individuals spanning a wide range of lived experiences with all disabilities.



PHOTO: JAMIE POH ([HTTPS://WWW.JAMIEPOH.COM](https://www.jamiepoh.com))

E-News Advertising Rates

Ad Type	Ad Rates			
	Full Year (12 editions)	Bi-monthly (6 editions)	Quarterly (4 editions)	One-time
Feature Banner	\$1,350	\$875	\$570	\$175
Focus Banner	\$970	\$550	\$410	\$125



2,500+ readers

Each month, DABC's e-newsletter reaches over 2,500 subscribers, and its readership continues to grow.



12,000+ combined followers

DABC is active on:

- Facebook,
- X (formerly Twitter)
- LinkedIn

Transition Ad Form

Thank you for advertising with Transition. In addition to reaching our audience, your support plays a pivotal role in advancing our mission on behalf of people living with disabilities.

How to Book

1. Complete the Advertiser Details on this page.
2. Return the form to transition@dabc.ca.
3. We will return the completed form to you for review and signature.
4. Please sign and return. Thank you!

Advertiser Details

Date of Booking _____		Contact Person
MM/DD/YY		
Company/Organization		
Non-profit organization?		Non-profit member of DABC?
Street Address		City & Province
Postal Code	Phone	Email
How will you provide your ad artwork? By email or Repeat our ad from edition (e.g. Summer/24)		
Number of Editions Booked		Edition of first Ad Placement

Choose Your Ad Size			
	Width	Height	
Outside back cover	7 3/8"	6 1/2"	
Inside front cover	7 3/8"	9"	
Inside back cover	7 3/8"	9"	
Full page	7 3/8"	9"	
Large (vertical)	4	9"	
Large (horizontal)	7 3/8"	4 1/4"	
Medium (vertical)	2 1/4"	9"	
Medium (horizontal)	7 3/8"	2 1/4"	
Box	4	4"	

Key Ad Deadlines (may vary slightly year to year)			
Edition	Spring	Summer	Fall/Winter
Booking	Dec. 22	Apr. 22	Sept. 1
Ad Artwork	Jan. 15	May 13	Sept. 21
Magazine Distribution	Mar. 25	July 6	Nov. 20

Want to receive the advertising discount for non-profit members?
Apply on our [Membership Page](#).

File Specifications

Please read this section carefully to avoid delays or extra charges.

- Ads are accepted in digital format only.
- Please embed ALT TEXT in your ad artwork.
- When you submit your artwork, also send the URL you would like your ad to link to, if applicable.
- We recommend press-ready PDF files, with all images (300 DPI) and fonts embedded. We also accept ads in JPG (300 DPI) and EPS format (fonts converted to outlines).
- The position of the ad within the magazine is at our discretion, except where cover positions have been booked.
- If a third party is designing your ad, it is the advertiser's responsibility to forward these specifications to the designer.
- Minimum ad text size: 10 points.

Payment Details | To Be Completed by DABC

Cost per Ad \$	No. of Ads	Sub-total
	Non-profit 25% discount	
	Non-profit member 35% discount	
	Total Due	

Payment for advertising is required at the time of booking. Terms: 30 days.

Payment by cheque is preferable, if possible.

Thank you for your business and for supporting our work.

Client Signature: _____

E-news and Ad Bundles Booking Forms

Advertise in our E-newsletter or choose an Ad Bundle with Transition and E-news advertising.

How to Book

1. Complete the Advertiser Details below.
2. Return the E-news Form below or the Ad Bundles form on the next page to chloe@dabc.ca.
3. We will return the completed form to you for review and signature.

Advertiser Details

Date of Booking _____ MM/DD/YY	Contact Person	
Company/Organization		
Non-profit organization?	Non-profit and a member of DABC?	
Street Address	City and Province	
Postal Code	Phone	Email

E-news Form

Ad Type	Feature Banner	Focus Banner		
Number of Editions Booked	12	6	4	1

File Specifications

Please provide the URL or email address you would like your ad to link to.

- Format: JPG or PNG
- Size:
 - Feature Banner: 600 pixels wide X 100 pixels high (72 DPI)
 - Focus Banner: 250 X 250 pixels (72 DPI)

Deadlines

Please send your ad artwork, in the required size and format, by the 15th day of the month of your first e-news edition (e.g. April 15 for the April e-news).

Maximize Your Reach with Ad Bundles

Combine Transition magazine and E-News advertising into a package bundle to amplify your message while achieving savings for your ongoing support. Choose the best option from our special offers below to match with your budget and desired scope.

Choose your bundle below.

Ad Bundles Form						
		Transition Ads	E-news Ads	Regular Price	Bundled Price	You Save
	Partner	One year (3 editions)	Full year (12 editions) Feature Banners	\$2,790	\$2,370	\$420
	Supporter	One year (3 editions) Large ads	Full year (12 editions) Feature Banner	\$2,050	\$1,740	\$310
	Friend	One edition Full Page ad	6 editions Focus Banner	\$1,030	\$875	\$155
	Collaborator	One edition Large ad	1 edition Feature Banner	\$535	\$455	\$80

Payment Details | To Be Completed by DABC

E-news Ad Cost	Bundle Cost	Sub-total
	Non-profit 25% discount	
	Non-profit member 35% discount	
	Total Due	

Payment for advertising is required at the time of booking. Terms: 30 days.

Payment by cheque is preferable, if possible.

Thank you for your business and for supporting our work.

Client Signature: _____

Advertising Terms

Release

All ads are subject to review and approval by DABC. It is the advertiser's sole responsibility to obtain permission for use of all photographs, art and logos used in their ads. Any costs incurred for copyright infringement will be directed to the client.

Ad Placement

Guaranteed placement in Transition (other than purchased cover placements) is done by request only and is subject to availability and confirmation.

Payment

All accounts are payable by the first publication date. Terms 30 days.

Rate Changes

We reserve the right to change prices with 30 days notice.

Become a DABC member

“DABC memberships are a great way to support our work and deepen your engagement with the community and the customer base it represents.” Jake Anthony, DABC Board Member

Available for individuals and groups, memberships come in 2 tiers:

- Core (voting) for people with disabilities
- Allied (non-voting) for supporters from the community-at-large.

You will receive a charitable tax receipt for any amount donated above the base membership cost of \$15 for individuals and \$25 for groups.

To book or for more information, please contact:



Ann Vrlak, Editor, Transition Magazine
transition@dabc.ca

Chloe Krause, Editor, Our Voice E-newsletter
chloe@dabc.ca

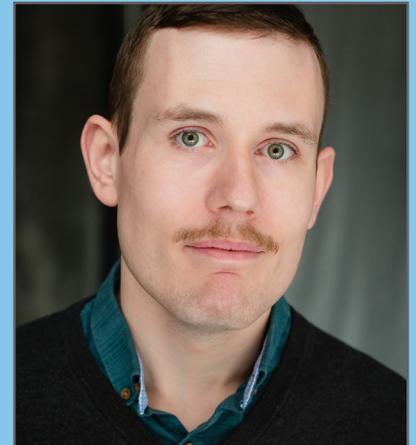


Learn more about our core programs and services
dabc.ca/programs/

Visit the Transition library
dabc.ca/category/publications/transition/



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Local 604-875-0188
Toll Free 1-800-663-1278



[JOIN DABC TODAY](#)



HELAIINE BOYD
EXECUTIVE DIRECTOR

DABC thanks you for supporting our work to improve the quality of life for all people living with disability in BC.