



- **Promote your business and support people with disabilities**
- **Ads in print magazine**
- **Online magazine ads**
- **High profile edition sponsorships available**

In 1977, the Disability Alliance BC (formerly BC Coalition of People with Disabilities) identified the need for a cross-disability provincial publication.

We envisioned a forum that would educate the public about disability, build community and reduce the stigma and misunderstanding held by many about living with a disability.

For over 35 years, Transition magazine, has provided this forum. Each edition takes an in-depth look at an issue important to the disability community, such as financial literacy, technology, recreation and community engagement.

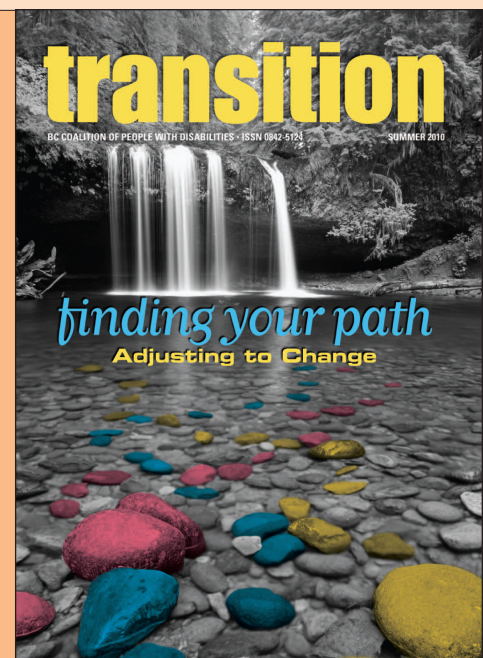
Transition is:

- An opportunity to share information with our growing network which includes community organizations, the general public, libraries, businesses and government.
- A way to invest not only in your business, but in the dignity and independence of people who live with a disability.
- A respected, established voice of people with disabilities in BC.
- A forum for people with disabilities' opinions, stories and creative talent.

Circulation

- Transition is a quarterly publication with a circulation of almost 5,000 copies.
- We distribute Transition to public libraries, community centres, businesses, community organizations, rehabilitation and health centres, health care professionals, individuals and policy makers. Transition is also circulated at national, provincial and local conferences and workshops.
- Transition is available in print and PDF. Each edition is promoted through Facebook, Twitter and our e-newsletter, Our Voice, (2,700+ subscribers).

December 2015



Transition Ad Rates

Ads are available on full colour pages or black ink only pages.

The more ads you book, the more you save. Prices shown are per ad/per edition.

Ad size position	Number of editions booked					
	1		2-3		4	
COVER PAGES	COL	B/W	COL	B/W	COL	B/W
Outside back cover	\$1650	----	\$1425	----	\$1275	----
Front inside cover	----	\$900	----	\$765	----	\$640
Back inside cover	----	\$750	----	\$640	----	\$495
INSIDE PAGES	COL	B/W	COL	B/W	COL	B/W
Full page	\$925	\$710	\$790	\$600	\$640	\$490
2 columns	\$690	\$525	\$580	\$450	\$490	\$380
3 columns large	\$650	\$505	\$555	\$410	\$465	\$365
3 columns small	\$340	\$260	\$280	\$225	\$245	\$190
2 columns small	\$310	\$235	\$260	\$200	\$215	\$170
2 columns mini	\$255	\$195	\$210	\$170	\$185	\$140
1 column	\$340	\$260	\$280	\$225	\$245	\$190
1 column mini	\$205	\$155	\$175	\$135	\$150	\$110

No GST added. Prices subject to change without notice. Non-profit organizations receive a 35% discount.

Please see our Transition Ad Specifications for full details on ad sizes and formats.

Transition Sponsorships

Sponsors have a unique opportunity to promote their business to our community network with a high profile Sponsorship. Premiere and Feature sponsors receive these benefits.

Premiere Sponsorship | \$10,000

- a 1/2 page, colour banner ad on the back cover
- 2 inside colour pages to profile and promote your organization, service or business
- a hyperlink from the Transition PDF and web page to your website/email
- a quarterly thank you in our e-newsletter, for 1 year

Design Note

Sponsors may design their own banner ad or we will design it for you at no charge. We can also design interior pages for you from text and graphics you provide.



Feature Sponsorship | \$6,500

- a 1/3 page, colour banner ad on the back cover
- 1 inside colour page to profile and promote your organization, service or business
- hyperlink from the Transition PDF and web page to your website/email
- 2 thank yous in our e-newsletter

Contact Us

For more information on advertising or sponsorships, please contact Ann at 604-875-0188 or annvrlakcomm@gmail.com.

Learn more about Transition magazine at www.disabilityalliancebc.org/library/transition.htm.

Transition Ad Specifications

Advertising Sizes

SIZE	WIDTH	HEIGHT
Full page with bleed-trim size	8 3/8"	10 3/4"
-bleed	1/8" all sides	
Full page (no bleed)	7 3/8"	9"
2 columns	4 13/16"	9 1/4"
3 column large	7 3/8"	4 1/4"
3 column small	7 3/8"	2 1/4"
2 column small	4 13/16"	4"
2 column mini	4 13/16"	2"
1 column	2 1/4"	9 1/4"
1 column mini	2 1/4"	2"

Sponsorship Ad Sizes

Premiere	7 3/8"	6 1/2"
Feature	7 3/8"	3"

Rates apply to camera ready artwork provided according to the Transition Ad Specifications. Extra fees may apply.

Design Rates

Design services are gladly provided for an additional fee. The ad design fee is 20% of the business rate for a single ad placement for the size booked or a minimum of \$75. This includes 1 draft and 2 rounds of corrections.

Ad Placement

The position of the ad within the magazine is at our discretion, except where cover positions have been booked.

Technical Details

If you design your own ad, please read this section carefully to avoid delays or extra charges. Thank you.

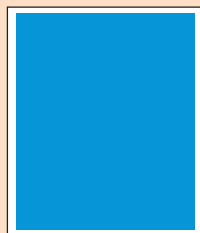
- Please provide your ad in a high resolution PDF file (300 DPI), with all fonts embedded or converted to outlines. Images should be TIFF or lossless (high quality) JPG.
- **Colour ads:** CMYK. **Black ads:** grayscale
- If a third party is designing the ad, it is the advertiser's responsibility to forward the Transition Ad Specifications to the designer.
- Ad design must be deemed by Transition to fit our design standards.
- Minimum text size: 10 point, except for short lines, e.g. addresses.
- Extra charges may be applied for ads not provided to these specifications.

Ad Deadlines

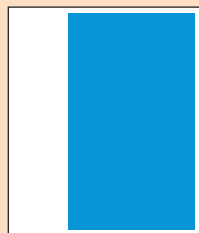
See upcoming ad booking and cancellation deadlines at www.disabilityalliancebc.org/advertise.htm.

Terms and Conditions

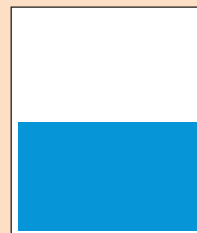
- Ads must be paid for at the time of booking.
- Transition reserves the right to refuse, cancel or suspend any advertisement.
- Transition must be notified of any cancellations 14 days before the edition deadline. If less notice given, a \$100 fee will be charged.
- Ads must be submitted according to our Transition Ad Specifications.



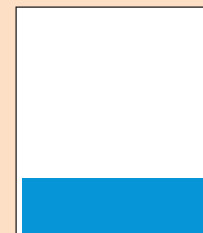
Full page



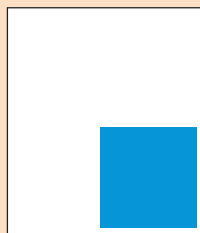
2 columns



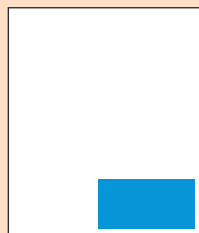
3 columns | large



3 columns | small



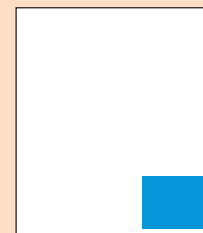
2 columns | small



2 columns | mini



1 column



1 column | mini