



Advertising Rates Effective June 1, 2008

THE KINADIAN

The Kinadian newsletter is an official publication of the Canadian Kinesiology Alliance/Alliance Canadienne de Kinésiologie.

KEY DATA

Published By:
Canadian Kinesiology Alliance/ Alliance Canadienne de Kinésiologie
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FREQUENCY

The Kinadian is published electronically (pdf) twice a year by the Canadian Kinesiology Alliance. One issue is published in April and the other is published in October.

CIRCULATION

The Kinadian has an electronic circulation of over 3,000 kinesiologists practicing in the fields of rehabilitation, ergonomics, fitness, wellness and occupational health and safety and kinesiology students across Canada.

GENERAL INFORMATION

The Canadian Kinesiology Alliance reserves the right to position, revise or decline to publish any and all advertising submitted.

While every effort is made to assure the timely release of each issue, the Canadian Kinesiology Alliance accepts no liability for any issue that is published late.

CANADIAN KINESIOLOGY ALLIANCE ADVERTISING CONTRACT

Company: _____ Address: _____

City: _____ Province: _____ Postal Code: _____ Phone: _____ Fax: _____

Contact Name: _____ E-Mail: _____

Signature: _____ In signing a contract for advertising space, the advertiser agrees

to conform to the above policies.

Payment of \$ _____ is enclosed. (Payment can also be made by Visa or Mastercard) Make cheques payable to Canadian Kinesiology Alliance

Spring Issue

Fall Issue

Both (20% discount off rates)

MATERIAL

Advertising should be supplied as hi-res .pdf, or .eps file. Dimension for advertising are listed below. Production charges will be incurred by the advertiser for material that does not meet mechanical requirements. If you wish your ad to link to a website, please supply the hyperlink.

SIZE SPECIFICATIONS

AD SIZE	WIDTH	DEPTH
FULL Page	7½"	10"
½ Page		
Vertical	3⅝"	10"
Horizontal	7½"	4⅞"
¼ Page		
Vertical	3 ⅝"	4⅞"
Business Card		
Horizontal	3½"	2"
Vertical	2"	3½"
Banner Ad	7½"	2"

RATES

(rates are per issue and do not include GST)

Ad Size	Single Issue
Full Page	\$ 900
½ Page	620
¼ Page	310
Business Card	90
Front Page Banner Ad	800
Sponsorship	1700*
*2 pages centre spread PDF insertion	

Book two issues and receive a 20% discount off rates

all rates are subject to 5% GST R#1007796674

Hyperlink (ad will link to your website if supplied): _____