



Advertising Rates Effective
June 2010

THE KINADIAN

The Kinadian newsletter is an official publication of the Canadian Kinesiology Alliance/Alliance Canadienne de Kinésiologie (CKA/ACK)

KEY DATA

Published By:
Canadian Kinesiology Alliance/Alliance Canadienne de Kinésiologie
6519B Mississauga Road, Mississauga, ON L5N 1A6
Tel: (905) 567-9200 Fax: (905) 567-7191
Toll Free: 1-877-252-5467
info@cka.ca

FREQUENCY

The Kinadian is published quarterly in electronic (pdf) format by the CKA/ACK.

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 as well as kinesiology students across Canada.

GENERAL INFORMATION

The CKA/ACK 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 CKA/ACK accepts no liability for any issue that is published late.

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 or specified 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"

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
Sponsorship	1700*

*2 pages centre spread PDF insertion

all rates are subject to HST R#1007796674

Issues:

- Spring
- Summer
- Fall
- Winter

- 2 issues (5% rate discount)
- 4 issues (10% rate discount)

CANADIAN KINESIOLOGY ALLIANCE/ ALLIANCE CANADIENNE DE KINÉSIOLOGIE ADVERTISING CONTRACT

Company: _____ Address: _____

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

Contact Name: _____ E-Mail: _____

Signature: _____ In signing a contract for advertising space, the advertiser agrees to conform to the above policies.

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

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