



Abilities magazine is Canada's foremost cross-disability magazine, serving the needs of people with disabilities, their families, friends and the professionals who work in their service since 1986.

With a minimum run of 20,000 highly-targeted copies in print, *Abilities* is read by an estimated 80,000 people across Canada. Add to this an average of 40,000 individual visits to our website each month and it becomes clear — *Abilities'* reach is formidable.

The printed version of *Abilities* magazine is sent directly to the homes and offices of people with disabilities, their families and friends, and the entire spectrum of professionals working in their service.

Thousands of copies are regularly distributed through national and provincial conferences, hundreds of rehabilitation facilities, consumer and service organizations across the country, and to provincial, federal and territorial levels of government.

media kit 2014

CONSIDER THIS

Each Issue contains themes of interest and features such as:

- New 4 U (includes new products, book & DVD reviews, recommended websites, and more)
- Profile (interviews with well-known personalities)
- Families and Family life
- Travel and Accessibility
- Sports & Recreation
- The Forum (news and initiatives from and about the disability community)
- Health
- Women's Issues
- Relationships

abilities.ca

abilities.ca is the premier online disability website in Canada, providing individuals and professionals with up-to-date information and news from across Canada, with an average of 55,000 page views per month and growing!

abilities.ca is the place to promote your organization or market your products to a highly targeted audience with your choice of interactive ads, comprehensive product listings, or one of our print/interactive advertising packages.



WHY ADVERTISE?

Our readers want to know it all! If you have information about a product or service... whether it's related to employment, training, technology, health, sports, transportation, travel, mobility, housing, coming events, parenting, education, sexuality or leisure... they will be watching for it in *Abilities*!

- Advertise in the pages of *Abilities*, Canada's foremost publication serving people with disabilities.
- Place your ad in *Abilities* magazine and be recognized on www.abilities.ca — with a direct link to your website!
- Inform our network about your organization, products or services by participating in the *Abilities* Forum section.



ADVERTISING RATES

FOUR COLOUR (Includes Hyperlink)

SIZE	1X RATE FOUR COLOUR	2X RATE FOUR COLOUR	3X RATE FOUR COLOUR	4X RATE FOUR COLOUR
Full Page	\$ 3,275.00	\$ 3,025.00	\$ 2,925.00	\$ 2,850.00
2/3 Page	\$ 2,550.00	\$ 2,375.00	\$ 2,300.00	\$ 2,250.00
1/2 Page	\$ 1,785.00	\$ 1,650.00	\$ 1,600.00	\$ 1,575.00
1/3 Page	\$ 1,525.00	\$ 1,400.00	\$ 1,350.00	\$ 1,325.00
1/4 Page	\$ 1,000.00	\$ 925.00	\$ 900.00	\$ 875.00
1/6 Page	\$ 600.00	\$ 575.00	\$ 550.00	\$ 525.00

COVER & PREMIUM POSITIONS

POSITION	1X RATE FOUR COLOUR	2X RATE FOUR COLOUR	3X RATE FOUR COLOUR	4X RATE FOUR COLOUR
Inside Front Cover	\$ 4,125.00	\$ 4,000.00	\$ 3,900.00	\$ 3,800.00
Inside Back Cover	\$ 3,875.00	\$ 3,750.00	\$ 3,700.00	\$ 3,500.00
Outside Back Cover	\$ 4,450.00	\$ 4,325.00	\$ 4,250.00	\$ 4,050.00



ABILITIES FORUM

Advertorial space promoting your news, events and opportunities..... \$1,750.00 per page.

Ask about our rates for non-profit organizations.

ONLINE AD SIZES AND RATES

BANNER

728 pixels wide x 90 tall\$1,000.00 per 90 days

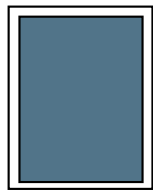
BOX

300 pixels wide x 250 tall \$500.00 per 90 days

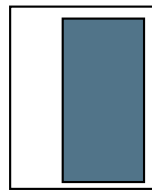
**PLEASE INQUIRE FOR OUR PRINT/
INTERACTIVE ADVERTISING PACKAGES.**

WE WILL CREATE CUSTOM CAMPAIGNS.

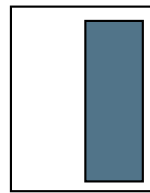
ADVERTISING SPECIFICATIONS



Full page



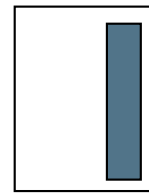
2/3 Vertical



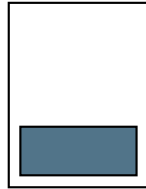
1/2 Vertical



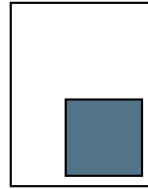
1/2 Horizontal



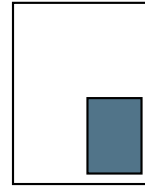
1/3 Vertical



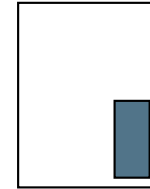
1/3 Horizontal



1/3 Square



1/4 Vertical



1/6 Vertical

ADVERTISING SIZES

SIZE	WIDTH	DEPTH
Full Page (bleed)	8 3/8"	11 1/8"
Full Page (trim)	8 1/8"	10 7/8"
Full Page (live area)	7"	10"
2/3 (Vertical)	4 1/2"	10"
1/2 (Vertical)	3 3/8"	10"
1/2 (Horizontal)	7"	5"
1/3 (Vertical)	2 1/8"	10"
1/3 (Horizontal)	7"	3 1/4"
1/3 (Square)	4 1/2"	5"
1/4 (Vertical)	3 3/8"	5"
1/6 (Vertical)	2 1/8"	5"

MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH	DEPTH
Type Size	7"	x 10"
Trim Size	8 1/8"	x 10 7/8"
Bleed Size	8 3/8"	x 11 1/8"

Halftone Screen: 150 lines maximum

All Forum submissions are reprinted in full on abilities.ca and linked to the home page of participating organizations. All display ads are listed on abilities.ca and linked to the home page of advertisers.

This communiqué contains our new deadlines. Should you require them, our rates and mechanical requirements have not changed and can be reviewed on our attached media card or downloaded from the Advertisers link at the top of abilities.ca.

PRODUCTION SPECIFICATIONS

Digital files: Preferred format is a high resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, QuarkXpress, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof of separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

PUBLISHING DATES:

Winter 2013/14

Deadline for Forum Content Submission:	Tuesday, October 1
Deadline for display ads:	Monday, November 25
Release date:	Monday, December 30

Spring 2014

Deadline for Forum Content Submission:	Tuesday, February 25
Deadline for display ads:	Friday, March 21
Release date:	Monday, April 28

Summer 2014

Deadline for Forum Content Submission:	Monday, June 16
Deadline for display ads:	Friday, June 20
Release date:	Monday, July 28

Fall 2014

Deadline for Forum Content Submission:	Wednesday, July 30
Deadline for display ads:	Monday, September 22
Release date:	Monday, November 3

Winter 2014/15

Deadline for Forum Content Submission:	Thursday, October 2
Deadline for display ads:	Wednesday, November 26
Release date:	Wednesday, December 31

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